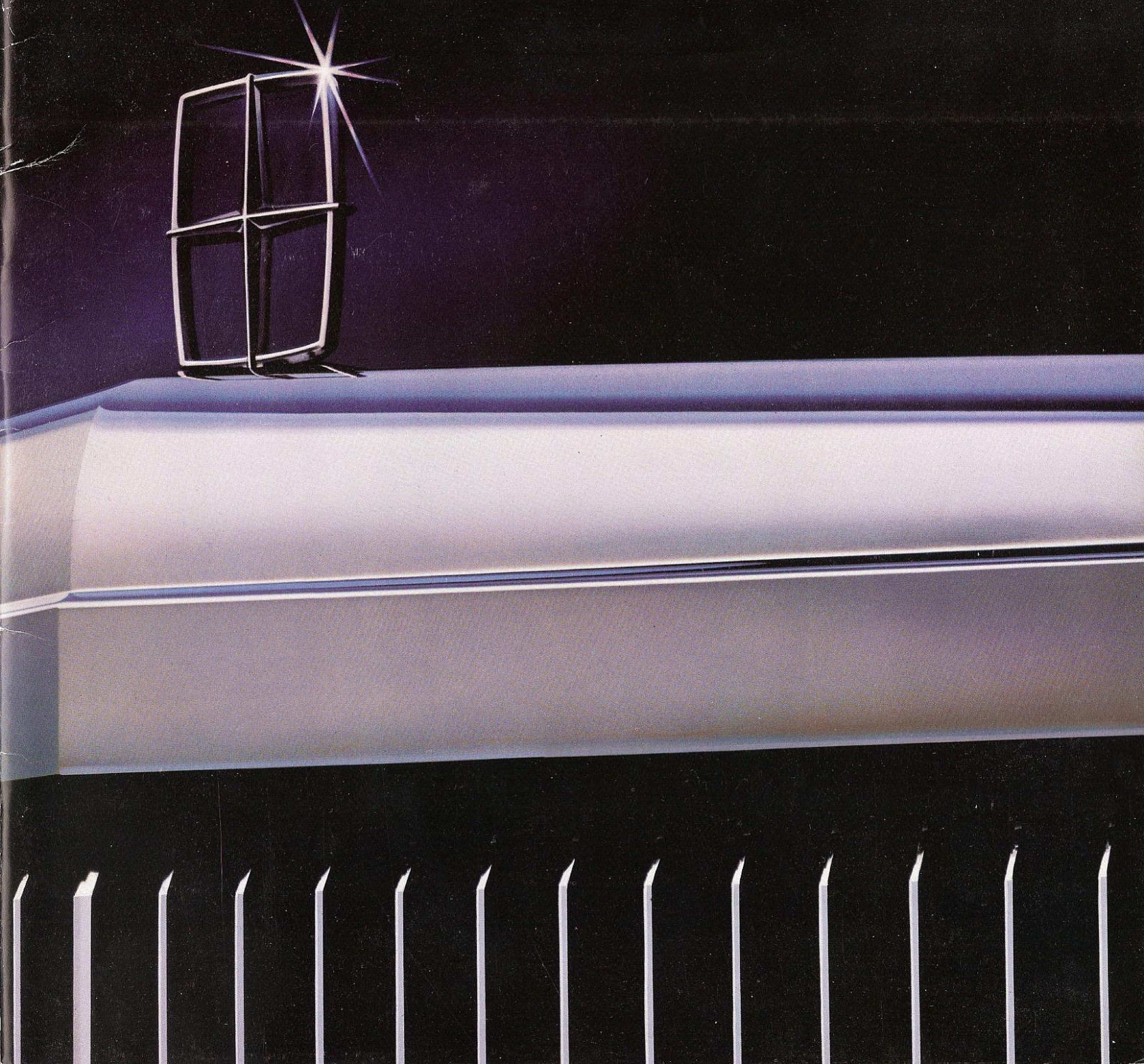
LINCOLN • MARK VI • CONTINENTAL



THE HIGHEST QUALITY LUXURY CARS BUILT IN AMERICA.†

For generations, the Lincoln name has been associated with the finest automobiles built in America. In 1982, we began building the highest quality luxury cars in our history.

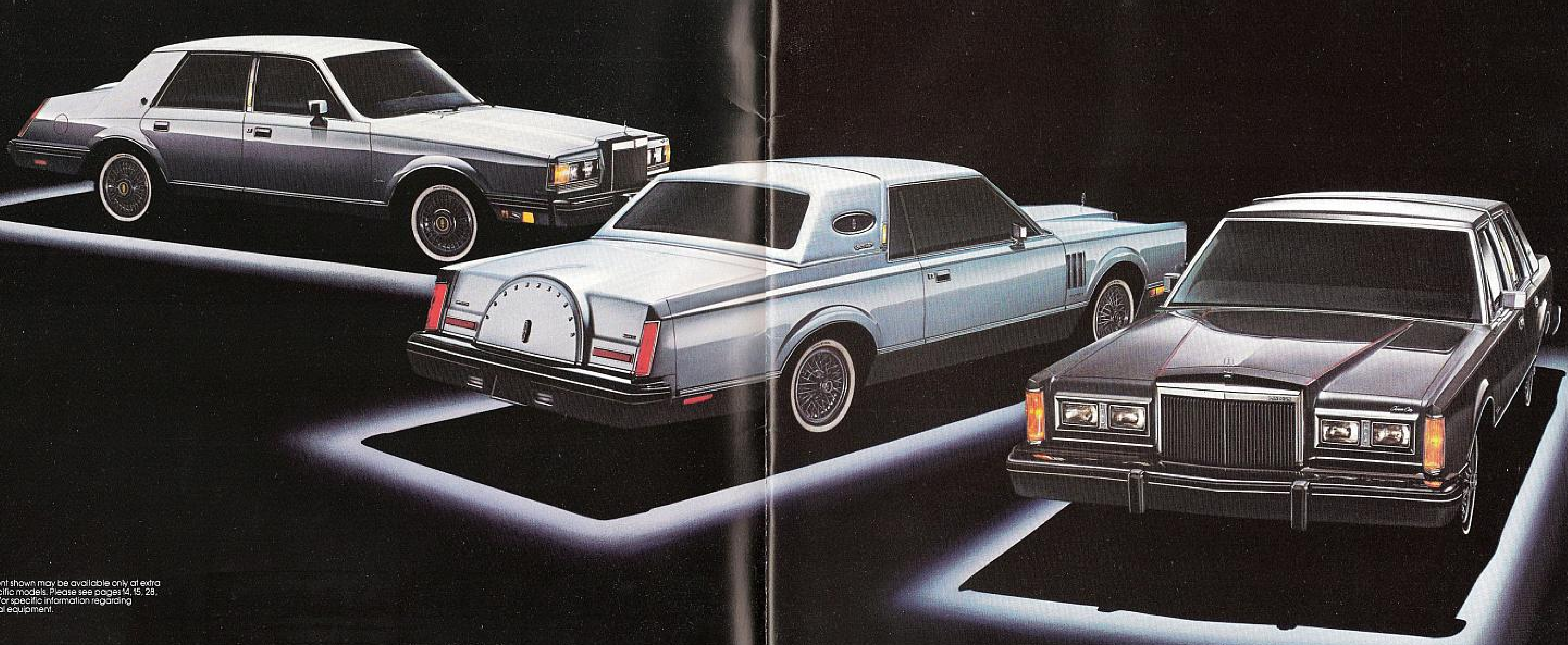
Today, we're building the highest quality luxury cars in America.† In fact, we're so confident that our 1983 luxury cars will maintain the Lincoln tradition of excellence that we are continuing to offer them with our extremely successful owner satisfaction program.

This program is called The Lincoln Commitment. Among its many features are a special dealership Commitment representative, a factory-direct service hotline, and a comprehensive owner communications program.*

The Lincoln Commitment is available now on every 1983 Lincoln, Mark VI, and Continental. It's just one more excellent reason for buying or leasing one of these high quality luxury cars.

†Based upon a Ford Motor Company Survey of nearly 9,000 Ford and competitive 1982 new car owners measuring things gone wrong.

*See page 45 for Lincoln Commitment details.



Some of the equipment shown may be available only at extra cost and only on specific models. Please see pages 14, 15, 28, 29, 30, 31, 42, and 43 for specific information regarding standard and optional equipment.

LINCOLN

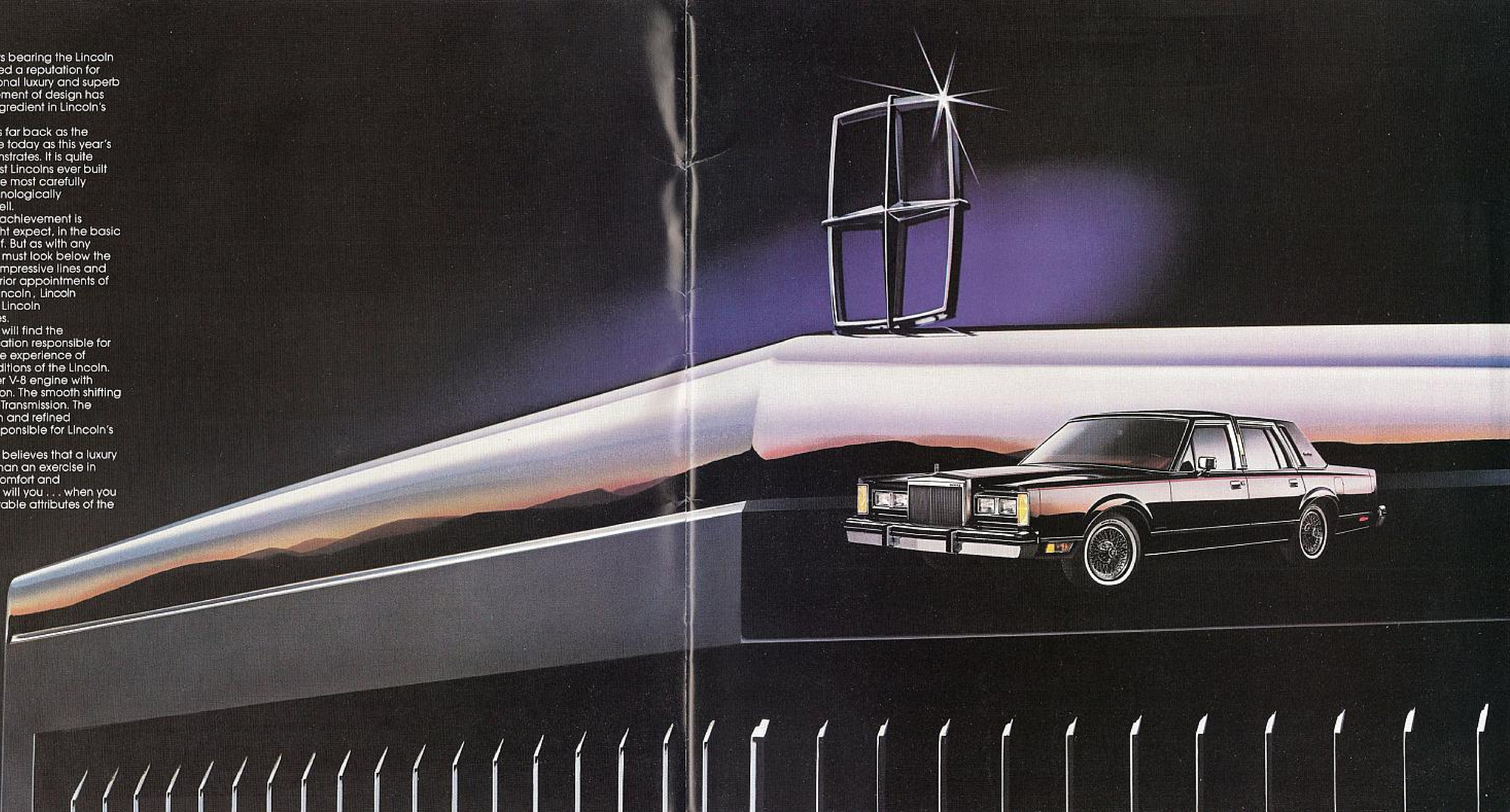
For over 60 years, cars bearing the Lincoln name have established a reputation for classic styling, traditional luxury and superb riding comfort. Refinement of design has long been a prime ingredient in Lincoln's quest for excellence.

What held true as far back as the Twenties still holds true today as this year's Lincoln clearly demonstrates. It is quite simply one of the finest Lincolns ever built . . . certainly one of the most carefully engineered and technologically advanced ones as well.

This high level of achievement is reflected, as you might expect, in the basic design of the car itself. But as with any Lincoln before it, one must look below the surface, beyond the impressive lines and the finely crafted interior appointments of each model . . . the Lincoln, Lincoln Signature Series, and Lincoln Cartier Designer Series.

It is here that you will find the mechanical sophistication responsible for the totally pleasurable experience of driving these latest editions of the Lincoln. The responsive 5.0 liter V-8 engine with Electronic Fuel Injection. The smooth shifting Automatic Overdrive Transmission. The proven chassis design and refined suspension system responsible for Lincoln's remarkable ride.

Lincoln obviously believes that a luxury car should be more than an exercise in styling and fashion, comfort and convenience. And so will you . . . when you discover the considerable attributes of the 1983 Lincoln.



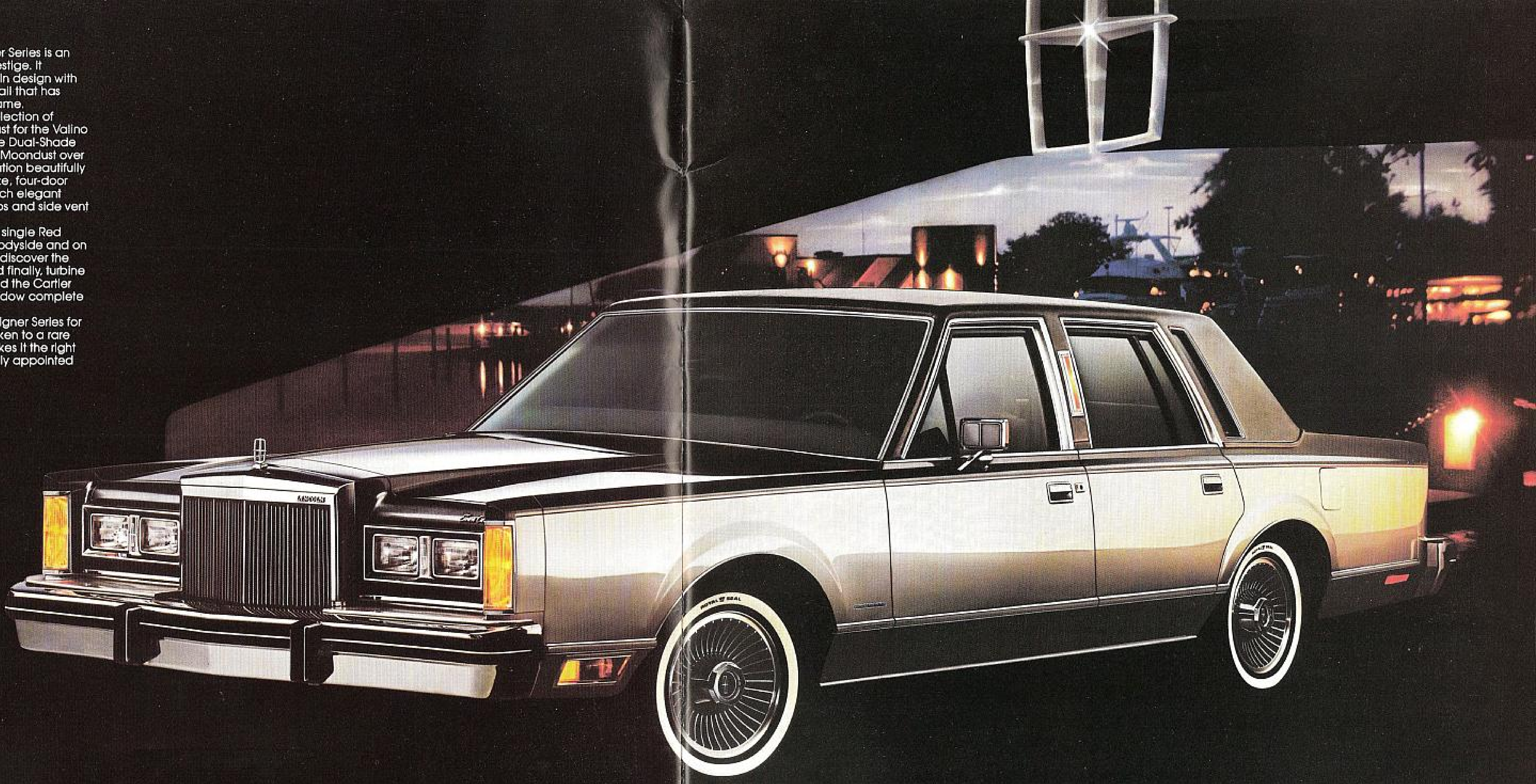
CARTIER

The Lincoln Cartier Designer Series is an automobile of absolute prestige. It combines the classic Lincoln design with the careful attention to detail that has distinguished the Cartier name.

Consider the Cartier selection of Medium Charcoal Moondust for the Valino grain full-vinyl roof, atop the Dual-Shade body in Medium Charcoal Moondust over Platinum Mist. This combination beautifully emphasizes Lincoln's full-size, four-door silhouette and highlights such elegant features as the coach lamps and side vent windows.

For definition, there's a single Red accent stripe around the bodyside and on the decklid — where you'll discover the distinctive Cartier logo. And finally, turbine spoke aluminum wheels and the Cartier logo in the rear-quarter window complete the effect.

The Lincoln Cartier Designer Series for 1983 is refined elegance taken to a rare level of luxury. And that makes it the right choice for collectors of richly appointed automobiles.



The 1983 Lincoln Cartier Designer Series in Medium Charcoal Moondust over Platinum Mist with color-keyed full-vinyl roof and turbine spoke aluminum wheels.

CARTIER

Inside the Lincoln Cartier Designer Series, you'll enjoy an environment tailored to Lincoln's grand specifications and trimmed by gracious Cartier touches throughout.

The theme of Charcoals is continued and varied to include a multitude of textures.

There's the exquisite look and feel of sixteen-ounce carpeting that extends all the way up to the lower door area.

There's the inviting richness of Radcliffe cloth inset with elegant Charcoal Calgary cloth, shown here trimming the Twin Comfort Lounge seats. Or if you prefer, select leather seating surfaces. Either choice gives the seats a magnificently sculptured appearance.

Each Twin Comfort Lounge seat provides the right degree of support because it adjusts six ways so that you and your front-seat passenger can satisfy individual riding requirements. And fold-down armrests — front and rear — lend an added dimension of luxury.

When you grip the steering wheel, you'll notice that it's wrapped in leather — another elegant Cartier touch. And on the instrument panel, there's a plaque with the Cartier Designer logo — a subtle reminder of just how luxurious this Lincoln is.

Now imagine yourself owning the Lincoln Cartier Designer Series. Better yet, make it a reality.



SIGNATURE

The Lincoln Signature Series takes its position as a highly individualized luxury automobile. You know it the minute you see the custom vinyl coach roof. It tailors Lincoln's handsome roof line — adding a truly personal touch. And on the rear-quarter pillar, there's the exclusive Signature Series Script — the hallmark of this Lincoln's proud heritage.

The interior ambiance of the Signature Series pays special attention to satisfying your every comfort consideration. You'll enjoy luxuries such as seatback assist straps, map pockets, dual floor well lights, and nine-ounce carpeting for the spacious 22.4 cubic feet of cargo area.

With the Signature Series, you'll settle back in Twin Comfort Lounge seats covered in distinctively sewn Shubert cloth, shown here in Desert Tan. And many other color selections are available to accommodate your individual preferences.

Even though the Signature Series comes with over seventy standard features, you'll probably want to include some optional touches of your own. Perhaps the automatic day/night rearview mirror or the 3-channel garage door opener. You're offered some thirty options in all. So you can further personalize your Signature Series to your exact specifications. (See pages 14 and 15 for the complete listing.)

This year, when you decide that personalized luxury suits your style best, the Lincoln Signature Series for 1983 becomes the perfect choice for you.



The 1983 Lincoln Signature Series in Light Desert Tan with color-keyed coach roof and optional lacy spoke aluminum wheels.

LINCOLN

When you select Lincoln for 1983, it's because you want the full-size comfort of a luxurious four-door sedan that offers a myriad of other conveniences as well.

There are considerate standard features to enjoy such as full-length armrests with handy power controls, left-hand remote-control sideview mirror and cornering lamps.

There are all the pluses of power steering, brakes, antenna, windows and vents, door locks, and decklid.

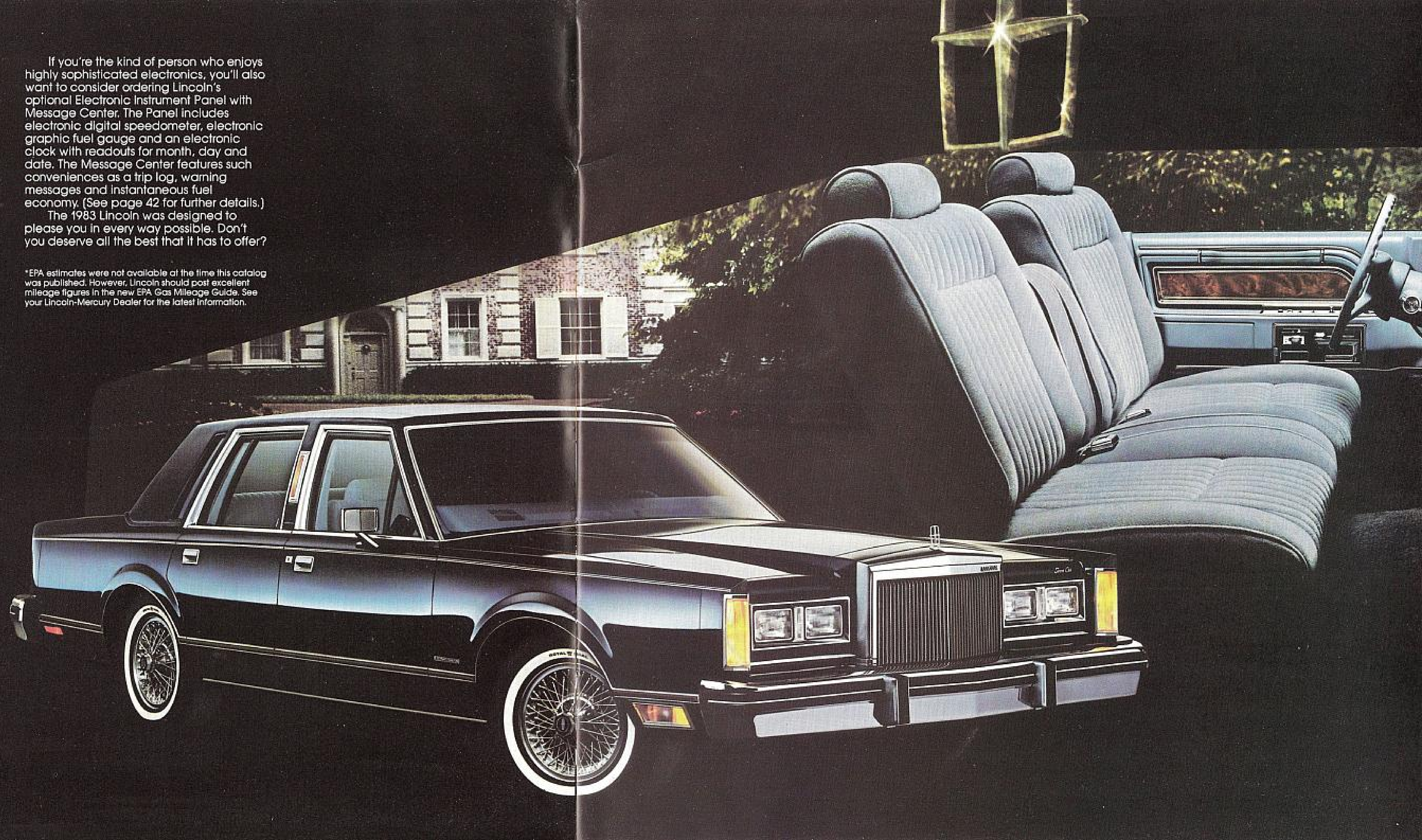
You'll also appreciate the luxuriousness of the carpeted package tray, the dual beam map and dome light, the rear compartment reading lamps, the plush carpeting, and the superb support of Twin Comfort Lounge seats, shown here in Academy Blue Manhattan cloth.

And there is more to Lincoln than meets the eye or delights the senses. There's Lincoln's responsiveness to your demands for high levels of electronic technology. Technology that is readily apparent in the performance of the standard 5.0 liter V-8 engine. Its Electronic Fuel Injection and Electronic Engine Controls meter fuel with precision and contribute to Lincoln's overall fuel economy. The engine is teamed with an Automatic Overdrive Transmission that automatically engages at approximately 40 miles per hour to reduce engine revolutions and fuel consumption.*

If you're the kind of person who enjoys highly sophisticated electronics, you'll also want to consider ordering Lincoln's optional Electronic Instrument Panel with Message Center. The Panel includes electronic digital speedometer, electronic graphic fuel gauge and an electronic clock with readouts for month, day and date. The Message Center features such conveniences as a trip log, warning messages and instantaneous fuel economy. (See page 42 for further details.)

The 1983 Lincoln was designed to please you in every way possible. Don't you deserve all the best that it has to offer?

*EPA estimates were not available at the time this catalog was published. However, Lincoln should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.



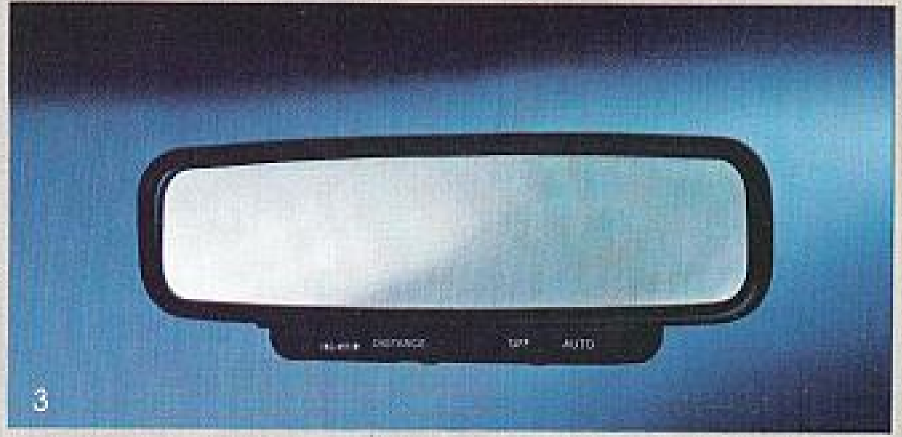
The 1983 Lincoln in Midnight Blue Mist with color-keyed full-vinyl roof and optional wire spoke aluminum wheels.


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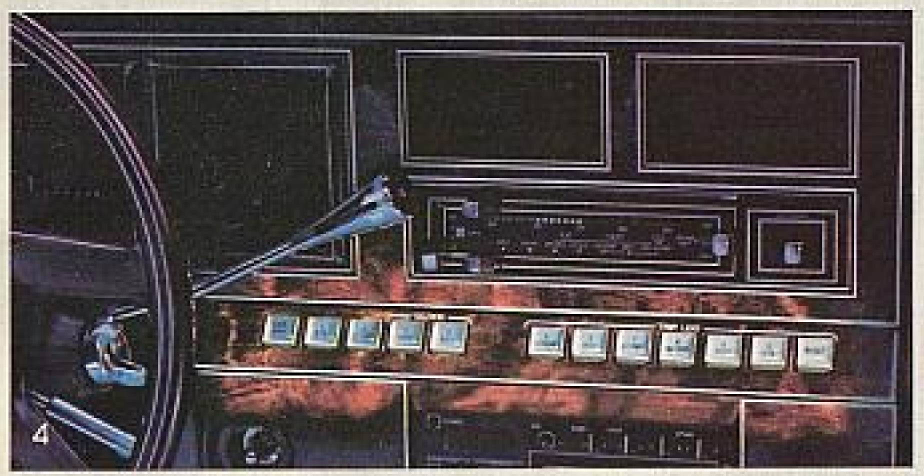

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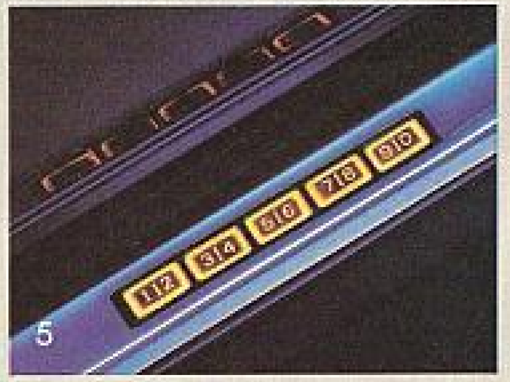

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Lincoln Standard Features
Your 1983 Lincoln comes equipped with many attractive standard features.

Standard Interior Features
- o Twin Comfort Lounge seats with six-way power driver's seat and dual fold-down armrests
- o Chalet cloth covered headlining
- o Soft-feel interior garnish moldings
- o Retractable coat hooks
- o Manhattan cloth seat trim
- o Rear-seat fold-down center armrest
- o Full-length door armrest
- o Four-spoke, color-keyed, steering wheel
- o Door pull straps
- o Door courtesy lights and integral reflectors (front doors)
- o Instrument panel with three-pod, Black-faced instrument cluster, and trip odometer
- o Deluxe color-keyed seat belts
- o Full-length door scuff plates with Surlyn inserts
- o Sixteen-ounce cut-pile carpeting
- o Lower door carpeting
- o Carpeted package tray
- o Full luggage compartment trim with spare tire cover
- o Roof rail assist handles
- o Dual beam map/dome light
- o Rear compartment reading lamps
- o 12-inch day/night rearview mirror
- o Rosewood appliques on instrument panel and doors
- o Passenger visor vanity mirror

Standard Exterior Features
- o Bright rocker panel moldings
- o Coach lamps
- o Premium bodyside molding
- o Lincoln "star" hood ornament
- o Quad-rectangular halogen headlamps
- o Front bumper guards and rub strips and rear bumper rub strips
- o Valino grain full-vinyl roof
- o Automatic Overdrive plaque
- o Hood and bodyside accent stripes
- o Electronic Fuel Injection plaque
- o Town Car script on rear-quarter window
- o Full wheel covers (4)

Standard Functional Features
- o 5.0 liter V-8 engine
- o Electronic Fuel Injection
- o Electronic Engine Controls
- o Automatic Overdrive Transmission
- o Power steering
- o Power brakes, front disc/rear drum
- o Power windows with power vent windows
- o Electronic AM/FM Stereo Search radio with four speakers
- o Power antenna
- o White sidewall steel-belted radial tires
- o Automatic Temperature Control air conditioner/heater
- o Tinted glass
- o Analog clock
- o Dual-note horn
- o Electronic warning chimes
- o Coolant recovery system
- o Mini-spare tire
- o Cornering lamps
- o Engine temperature gauge (in addition to warning light)
- o Steering column-mounted stalk controls
- o Viscous drive fan
- o Fluidic windshield washer system
- o Automatic parking brake release
- o 18-gallon fuel tank
- o Heavy-duty battery (71 amp)
- o Power door locks
- o Remote-control decklid release
- o Remote-control left-hand sideview mirror

Lincoln Signature Series
Includes all Lincoln standard equipment plus the following features:
- o Twin Comfort Lounge seats with six-way power adjustments for both driver and passenger, dual fold-down armrests, and manual seatback recliner for passenger seat
- o Distinctive seat trim sew-style with cloth-covered headrests in Signature Series Shubert body cloth
- o Seatback assist straps and map pockets
- o Dual floor well lights
- o Nine-ounce needled carpeting in luggage compartment
- o Padded center pillar with lower carpeting
- o Coach roof with frenched backlite
- o Signature Series identification script on rear-quarter pillar

Lincoln Cartier Designer Series
Includes all of the standard Lincoln features, plus the following features:
- o Medium Charcoal Moondust upper, Platinum Mist lower exterior colors
- o Twin Comfort Lounge seats with six-way power adjustments for both driver and passenger, dual fold-down armrests, and manual seatback recliner for passenger seat.
- o Signature Series seat trim sew-style with a choice of Charcoal Radcliffe cloth with Charcoal Calgary inserts or Charcoal leather seating surfaces.
- o Dual floor well lamps
- o Nine-ounce carpeted luggage compartment
- o Seatback robe cords and map pockets
- o Padded center pillar with lower carpeting
- o Platinum Mist bodyside molding
- o Single Red bodyside accent stripe
- o Decklid stripe with Cartier logo in Red tape
- o Cartier script in rear-quarter windows
- o Cartier Designer logo and identification on instrument panel
- o Leather-wrapped steering wheel
- o Turbine spoke aluminum wheels (4)

Lincoln Optional Features
1. AUTOMATIC GARAGE DOOR OPENER. (Details page 30.)
2. WHEELS. Your choices are: (a) turbine spoke aluminum wheels (standard on Cartier), (b) wire spoke aluminum wheels, (c) locking wire wheel covers, (d) the standard full wheel covers, or lacy spoke aluminum wheels (shown on pages 10-11).
3. AUTOMATIC DIMMING ELECTRONIC DAY/NIGHT REARVIEW MIRROR.
4. ELECTRONIC INSTRUMENT PANEL AND MESSAGE CENTER. (Details page 42.)
5. KEYLESS ENTRY SYSTEM. (Details page 30.)
6. ELECTRONIC AM/FM STEREO RADIO WITH CASSETTE PLAYER. (Details page 44.)

1983 Lincoln Specifications

Wheelbase	117.3"
Overall Length	219.0"
Overall Height	56.1"
Overall Width	78.1"
Wheel Tread	
Front	62.2"
Rear	62.0"
FRONT	
Headroom	39.0"
Shoulder Room	60.7"
Hiproom	56.5"
Legroom	43.5"
REAR	
Headroom	38.0"
Shoulder Room	60.7"
Hiproom	57.8"
Legroom	42.1"
Overall Passenger Seating Capacity	6
Luggage Capacity (Cu. Ft.)	22.4
Fuel Capacity (Gals.)	18.0
Curb Weight (Lbs.)	4062

Optional Interior Features
- o Twin Comfort Lounge seats with six-way power adjustments for driver and passenger, dual fold-down armrests, and manual seatback recliner for passenger (standard on Signature Series and Cartier)
- o Twin Comfort Lounge seats with six-way power adjustments for driver and passenger, dual fold-down armrests, and manual driver and passenger recliners
- o Floor mats, front and rear
- o Leather seating surfaces
- o Leather-wrapped steering wheel (standard on Cartier)
- o Dual illuminated visor vanity mirrors
- o Premium Sound System with power amplifier and six speakers
- o 40-channel Citizen's Band radio

Optional Exterior Features
- o Moondust paint (See pages 48-49)
- o Dual-Shade paint (See pages 48-49)
- o Power glass moonroof
- o Carriage Roof
- o Coach roof with frenched backlite (standard on Signature Series)
- o Power remote-control mirrors
- o P205/75R15 wide white sidewall self-sealing tires (4)

Optional Functional Features
- o Illuminated Entry System (included in Keyless Entry System)
- o Headlamp Convenience Group (includes automatic headlamp dimmer and "Auto Lamp" on/off delay system)
- o Conventional spare tire (white sidewall steel-belted radial with wheel)
- o Traction-Lok differential (includes conventional spare tire and wheel)
- o Defroster Group (includes electric rear window defroster and heated outside left-hand remote-control mirror — mandatory in New York)
- o Lower bodyside protection
- o Dual exhaust
- o Altitude package
- o Anti-theft alarm system
- o Locking wire wheel covers
- o Speed control
- o Intermittent windshield wipers
- o Remote-control right-hand sideview convex mirror
- o Luxury tilt steering wheel

MARK VI

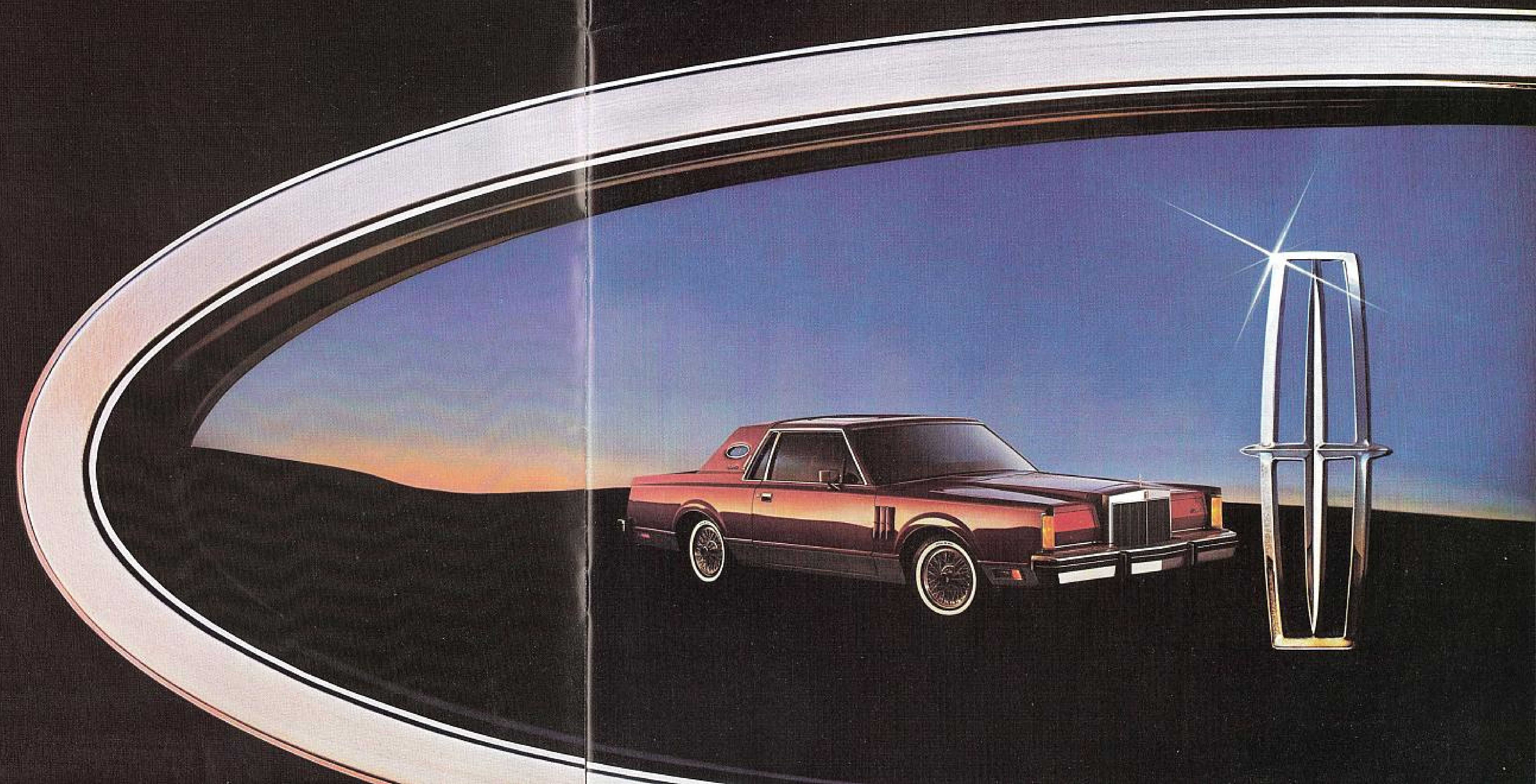
Mark. The very name conjurs up images of sophisticated styling . . . contemporary variations on classic motifs. 1983 Mark VI — the latest in a long and brilliant series of personal luxury cars that have been turning heads and winning hearts since their introduction in 1956.

One look at the newest edition tells you why, over the years, the Mark has ranked among the most imitated cars of all time. From the classic vertical grille and concealed headlamps to the distinctive oval opera window and rear deck profile, the Mark VI is, quite obviously, the fashion leader among luxury cars.

High style and high levels of luxury have always gone hand-in-hand in every Mark and 1983 is no exception. This year's Mark VI is again available also in Signature and Designer Series in both two-door and four-door models. There are new monotone and Dual-Shade paint combinations, new vinyl roof and interior trim colors.

Mark VI's standard innovative Electronic Instrument Panel and Message Center, Electronic Fuel Injection and Engine Controls are joined this year by new generation, all-electronic AM/FM Stereo Search radio, new optional automatic dimming electronic day/night rearview mirror and new optional anti-theft alarm system.

The 1983 Mark VI's sophistication obviously goes beyond mere styling. Owning one will tell you much more than looking at one. So fully appreciate all that the latest Mark VI has to offer . . . and become part of a legend in luxury.



PUCCI

Emilio Pucci is renowned for his exceptional sense of style. And what better style to work with than the beautiful Mark VI four-door.

Here Pucci displays his proclivity for selecting just the right color by choosing Dark Blue Cambria cloth for the classic-looking Carriage Roof and Blue Flannel Mist for the body.

This monochromatic balance of color is handsomely highlighted with Silver sparkle accent stripes on the bodyside and Silver sparkle pinstriping on the decklid. That's where you'll discover the proud Pucci logo — as well as on the fender. These touches are subtle yet quite sensational.

Pucci polishes the entire effect with turbine spoke aluminum wheels, then signs the rear-quarter window with his full name, so there's no mistaking this remarkable Mark VI.

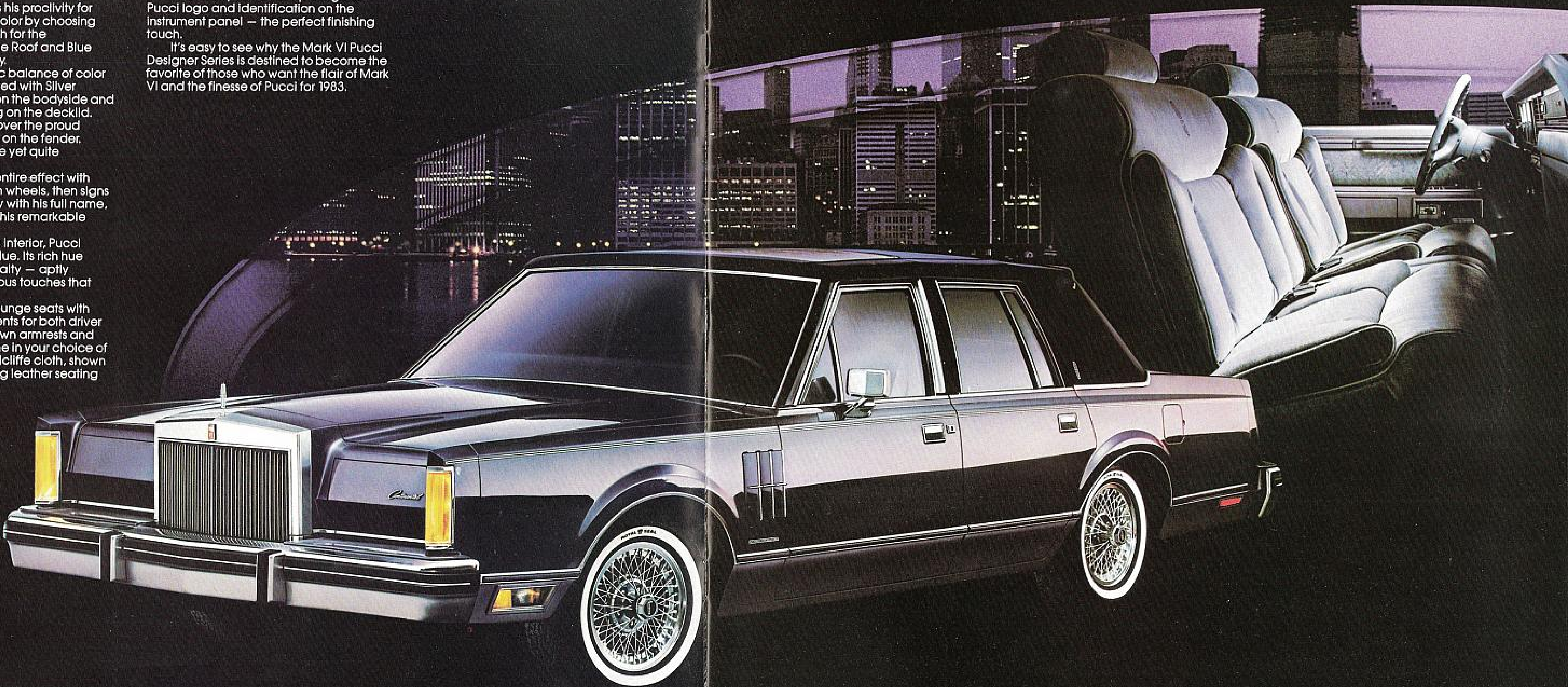
For Mark's spacious interior, Pucci designates Academy Blue. Its rich hue denotes a feeling of royalty — aptly suited to all of the luxurious touches that abound here.

The Twin Comfort Lounge seats with six-way power adjustments for both driver and passenger, fold-down armrests and individual recliners come in your choice of beautifully textured Radcliffe cloth, shown here, or splendid-looking leather seating surfaces.

You'll also enjoy the fine feel of the luxury tilt steering wheel, leather-wrapped for extra richness.

And finally, there's the prestigious Pucci logo and identification on the instrument panel — the perfect finishing touch.

It's easy to see why the Mark VI Pucci Designer Series is destined to become the favorite of those who want the flair of Mark VI and the finesse of Pucci for 1983.



The 1983 Mark VI Pucci Designer Series four-door with Dark Blue Carriage Roof over Blue Flannel Mist and optional wire spoke aluminum wheels.

BLASS

With the sleek, two-door Mark VI, America's much celebrated designer, Bill Blass, shows you what he does the best . . . brilliantly working with neutrals and varying them to achieve dramatic contrast.

Blass selects Midnight Black and Light French Vanilla. Then combines them to offer you two distinctive choices — one of which will surely express your special sense of high style and sophistication.

Choose the Black Cambria Carriage Roof atop a Midnight Black upper body over Light French Vanilla over Midnight Black lower body. This selection is dramatized by French Vanilla accent striping on the decklid and the handsome Blass logo.

Or select the Light French Vanilla Bayville Carriage Roof atop a Light French Vanilla upper body over Midnight Black over Light French Vanilla lower body. This choice features Black accent striping on the decklid with the Blass logo once again proudly displayed.

Each combination is trimmed with French Vanilla and Black accent stripes around the bodyside.

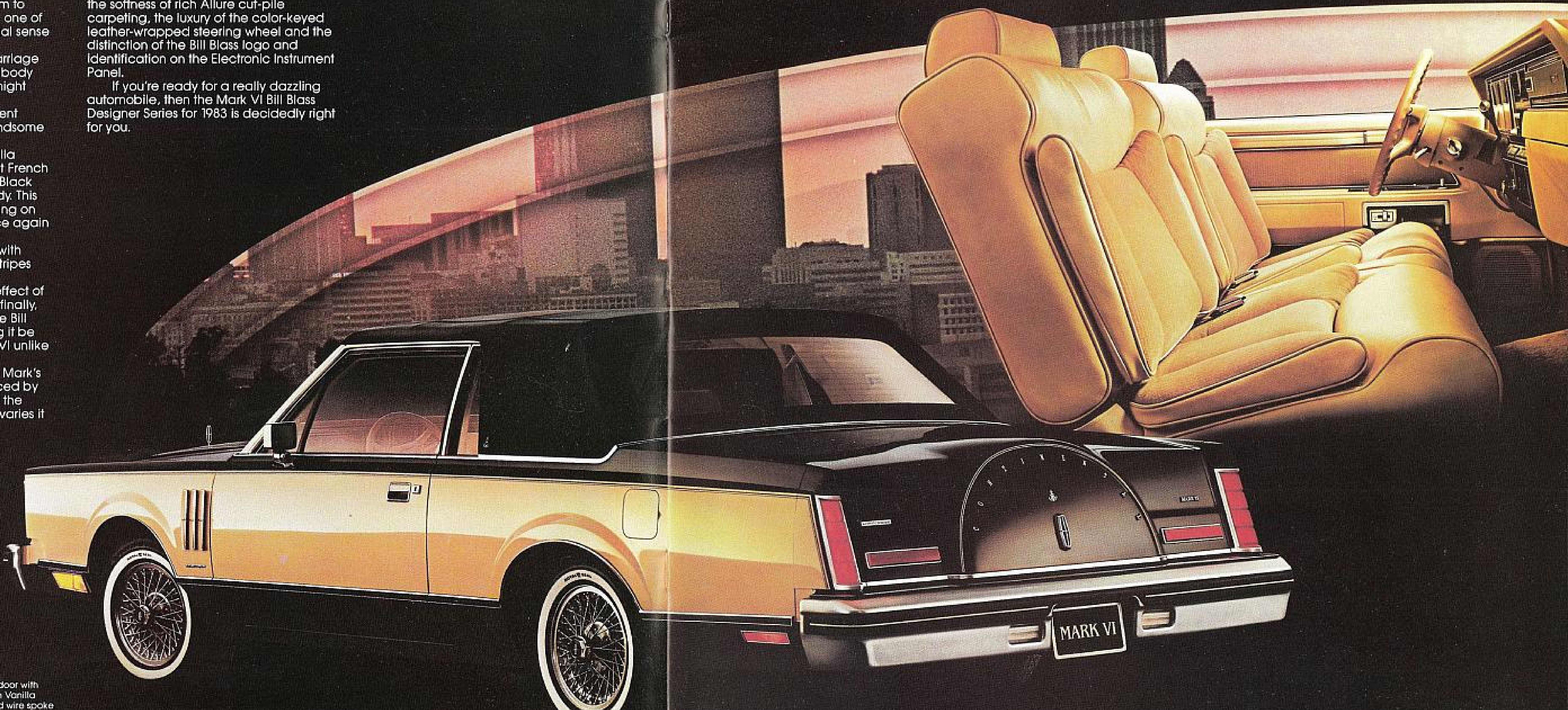
You'll further note the special effect of aluminum wire spoke wheels. And finally, on the rear-quarter pillar, there's the Bill Blass logo — another way of letting it be known that you've chosen a Mark VI unlike any other.

Now open the door and enjoy Mark's inner world of elegance — enhanced by more Blass brilliance. He continues the theme of Light French Vanilla and varies it to your very own specifications.

Select the Twin Comfort Lounge seats with individual six-way power adjustments in either leather seating surfaces, or shown here, in leather with Greenwich cloth seating surfaces.

Both selections are further defined by the softness of rich Allure cut-pile carpeting, the luxury of the color-keyed leather-wrapped steering wheel and the distinction of the Bill Blass logo and identification on the Electronic Instrument Panel.

If you're ready for a really dazzling automobile, then the Mark VI Bill Blass Designer Series for 1983 is decidedly right for you.



The 1983 Mark VI Bill Blass Designer Series two-door with Midnight Black Carriage Roof over Light French Vanilla midsection with Midnight Black lower body and wire spoke aluminum wheels.

SIGNATURE

The Mark VI Signature Series for 1983 is a singularly spectacular automobile. And whether you select the splendid four-door Signature, shown here, or the sleek two-door Signature, shown on pages 24 and 25, you can expect some very fine Signature exclusives.

Your monogram on the front doors is only the beginning of just how personalized the Signature is.

Follow the graceful lines of the Valino grain vinyl coach roof. It's beautifully balanced by a body color that's keyed to match.

Note the Dual-Shade accent striping on the bodyside and hood, another Signature exclusive.

There's the handsome Signature Series script on the rear-quarter pillar.

And finally, there are locking wire wheel covers that add just the right amount of definition to this magnificent Mark.

Each element of the Signature Series has been carefully thought-out with your desire for understated elegance in mind.

This same attention to detail continues inside. The Twin Comfort Lounge seats, shown here, are covered in Radcliffe cloth.

Now turn the page to discover more highly individualized Signature touches.



The 1983 Mark VI Signature Series four-door in White with color-keyed coach roof and optional turbine spoke aluminum wheels.

SIGNATURE

It's comforting to know that the Mark VI Signature Series for 1983 takes such good care of you and in such grand style.

You'll appreciate the distinction of little luxurious touches like the unique Ebony woodgrain appliques on the doors and the Signature Series script on the Electronic Instrument Panel. Here too, displayed prominently, is your signature — elegantly reproduced in golden tones.

The Twin Comfort Lounge seats with individual six-way power adjustments, dual fold-down armrests and dual manual recliners are covered in handsome Radcliffe cloth, shown here in Charcoal.

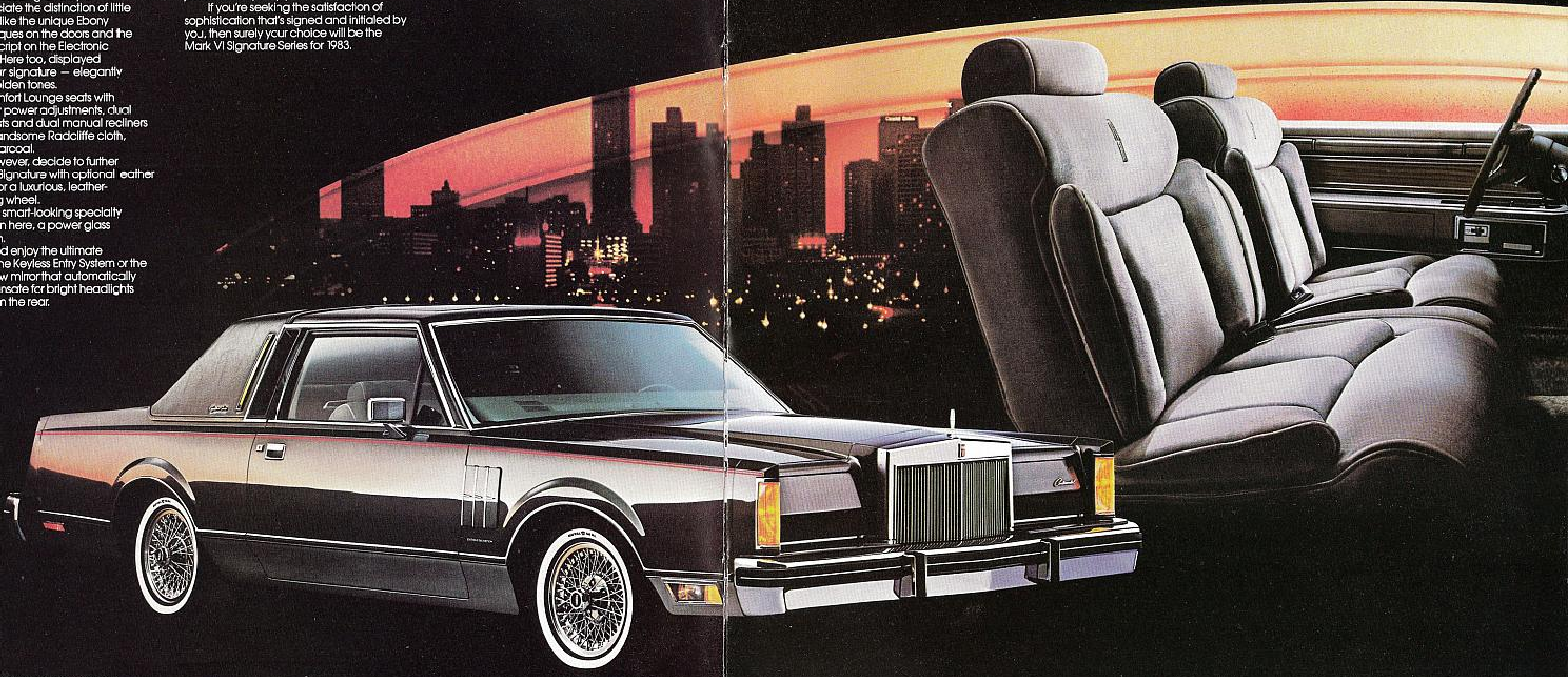
You may, however, decide to further personalize your Signature with optional leather seating surfaces or a luxurious, leather-wrapped steering wheel.

Consider the smart-looking specialty coach roof, shown here, a power glass moonroof, or both.

Perhaps you'd enjoy the ultimate convenience of the Keyless Entry System or the day/night rearview mirror that automatically adjusts to compensate for bright headlights approaching from the rear.

Personalized prestige is what Signature offers. And you can have your Signature Series just about any way you'd like it.

If you're seeking the satisfaction of sophistication that's signed and initialed by you, then surely your choice will be the Mark VI Signature Series for 1983.



The 1983 Mark VI Signature Series two-door in Medium Charcoal Moondust with optional specialty coach roof, optional power glass moonroof and optional wire spoke aluminum wheels.

MARK VI

What makes Mark VI such a marvelous automobile for you? Probably the way it indulges you with over sixty standard features.

You'll enjoy a luxury tilt steering wheel for easy access and speed control for effortless long distance driving.

You'll appreciate a full array of courtesy lights, including door lights with integral reflectors, dual floor well lights, rear-quarter pillar lamps, and dual beam dome/map light.

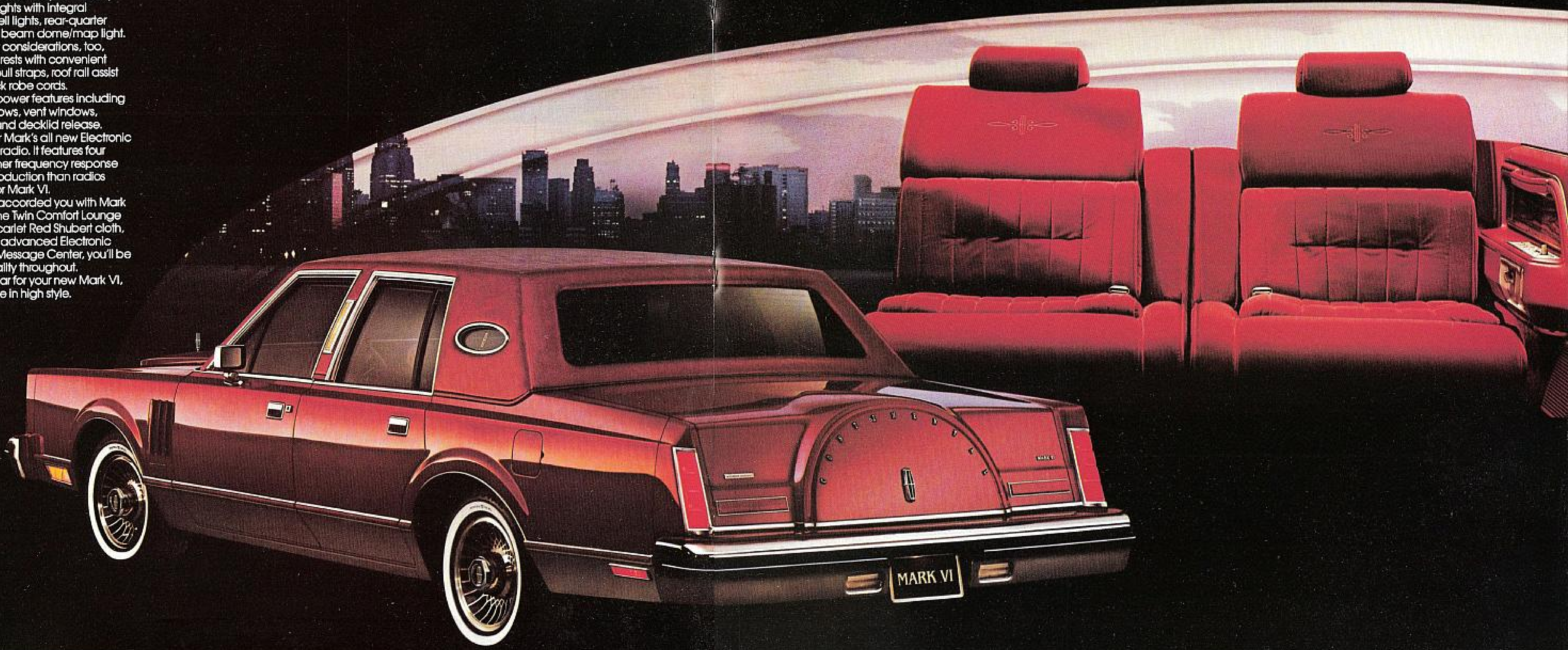
There are comfort considerations, too, such as full-length armrests with convenient power controls, door pull straps, roof rail assist handles, and seatback robe cords.

You'll have other power features including steering, brakes, windows, vent windows, antenna, door locks, and decklid release.

This year, discover Mark's all new Electronic AM/FM Stereo Search radio. It features four speakers and has higher frequency response and better sound reproduction than radios previously designed for Mark VI.

So much luxury is accorded you with Mark VI for 1983. And from the Twin Comfort Lounge seats, shown here in Scarlet Red Shubert cloth, to the technologically advanced Electronic Instrument Panel with Message Center, you'll be treated to Mark VI quality throughout.

Make 1983 the year for your new Mark VI, and you'll always arrive in high style.

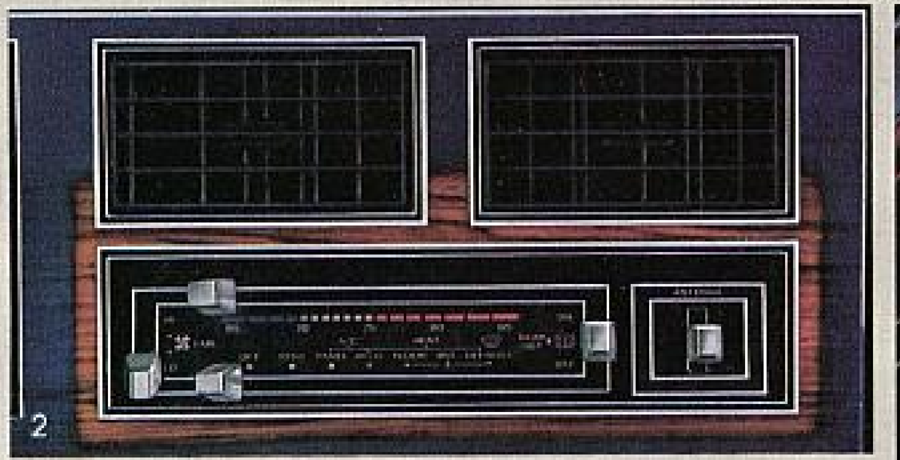


The 1983 Mark VI four-door in Scarlet Red with color-keyed full-vinyl roof and optional lacy spoke aluminum wheels.

M A R K V I S T A N D A R D F E A T U R E S



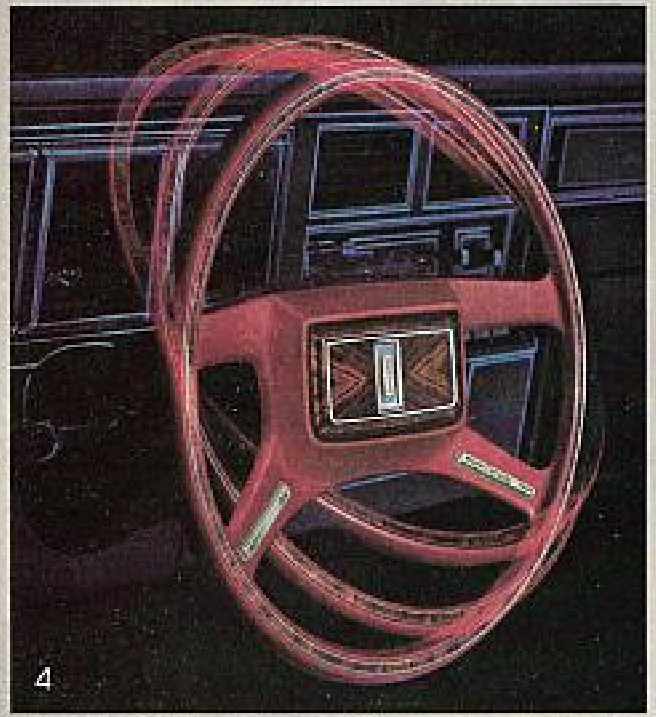
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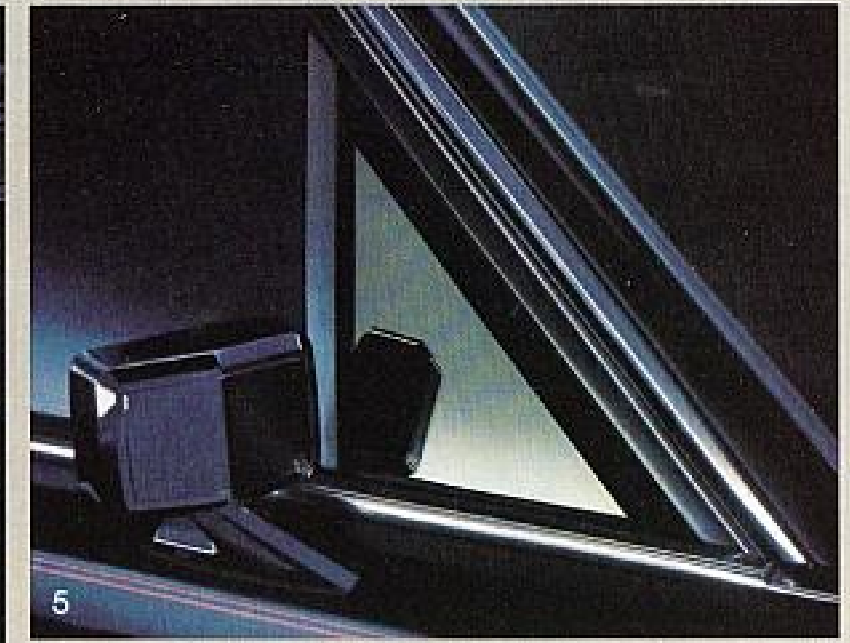
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A generous offering for all Mark VI models.

Pictured above are just six of the many standard features you'll particularly appreciate on your 1983 Mark VI.

1. ALL-NEW ELECTRONIC AM/FM STEREO SEARCH RADIO features four speakers and has higher frequency response and better sound reproduction than radios previously designed for Mark VI.
2. AUTOMATIC TEMPERATURE CONTROL AIR CONDITIONING SYSTEM provides you with consistent comfort. Just set the controls to the desired temperature, and it will be maintained until you adjust it.
3. FRONT DOOR ARMREST WITH CONVENIENT POWER CONTROLS that easily operate the windows, lock the doors, adjust the driver's seat, and position the sideview mirrors.
4. LUXURY TILT STEERING WHEEL adjusts to five different positions and allows the driver to enter and exit the car with ease.
5. POWER VENT WINDOWS are another thoughtful detail and provide just the right amount of fresh air.
6. LEFT-AND RIGHT-HAND (CONVEX) MIRRORS increase your field of vision.

Standard Interior Features

- o Twin Comfort Lounge seats, with six-way power adjustment (driver only), and fold-down center armrests for driver and passenger
- o Chalet cloth covered headlining
- o Soft-feel interior garnish moldings
- o Carpeted package tray
- o Cloth seat trim
- o Rear-seat folding center armrest
- o Door courtesy light and integral reflectors (front doors)
- o Woodgrain appliques on instrument panel and door trim panels
- o Door pull straps
- o Lower door carpeting (front and rear doors)
- o Lower center pillar carpeting on four-doors
- o 16-ounce cut-pile carpeting
- o Full-length door scuff plates with Surlyn inserts
- o Deluxe color-keyed seat belts
- o Rear-quarter pillar lamps
- o Retractable coat hooks
- o Full luggage compartment trim with spare tire
- o Dual beam dome/map light
- o Dual floor well lights
- o Roof rail assist handles (2 on 2-door, 4 on 4-door)
- o 12" day/night inside rearview mirror
- o Large lockable glove compartment
- o Passenger visor vanity mirror
- o 22.4 cubic feet of luggage space

Standard Exterior Features

- o Wide, bright bi-metal rocker panel moldings
- o Center pillar coach lamps (4-door)
- o Mark VI hood ornament
- o Concealed round halogen headlamps
- o Front bumper guards and rub strips and rear bumper rub strips, with White accent stripes
- o Full-vinyl roof: Valino grain with frenched rear window
- o Decklid lock cover
- o Bodyside protection moldings — wide, color-keyed
- o Full wheel covers (4)

Standard Functional Features

- o 5.0 liter (302 CID) V-8 engine
- o Electronic Fuel Injection
- o Electronic Engine Controls (EEC)
- o Automatic Overdrive Transmission
- o Power steering
- o Power brakes: front disc/rear drum
- o Power windows
- o Power vent windows
- o Power antenna
- o Power door locks
- o Speed Control
- o White sidewall Michelin steel-belted radial tires (P205/75Rx15")
- o Tinted glass
- o Dual-note horn
- o Electronic warning chimes (replaces buzzer)
- o Coolant recovery system
- o Mini-spare tire
- o Cornering lamps
- o Automatic parking brake release
- o 18-gallon fuel tank
- o Viscous drive fan
- o Electronic Instrument Panel with Message Center
- o Stalk-mounted controls
- o Fluidic windshield washer system
- o Heavy-duty battery (71-amp-hr)
- o Power decklid release
- o Left- and right-hand remote-control mirrors
- o Intermittent wipers

Mark VI Signature Series

Includes all of the standard Mark VI features, plus all of the following special features:

- o Valino grain coach roof
- o "Signature Series" script on rear-quarter pillar
- o Dual-Shade accent stripes on bodyside and hood
- o Owner's initials on front doors
- o Locking wire wheel covers (4)
- o Bright front fender louver edges with simulated adjusters
- o Personalized instrument panel — nameplate with owner's signature reproduced in Goldtone with a Black background
- o Distinctive seat trim style in Radcliffe cloth
- o Distinctive instrument panel and door/quarter trim Ebony woodgrain appliques
- o Twin Comfort Lounge seats with individual six-way power adjustments, dual fold-down armrests and dual manual recliners

Mark VI Designer Series

Includes all of the standard Mark VI features, plus the following exclusive features:

Pucci

- o Color: Blue Flannel Mist monotone
- o Four-door Carriage Roof in Dark Blue Cambria cloth
- o Signature seat sew-style in choice of Academy Blue Radcliffe cloth or leather seating surfaces
- o Upper door/quarter trim inserts:
  - — Academy Blue Radcliffe cloth with cloth seating surfaces
  - — Macassar Ebony woodgrain with leather seating surfaces
- o Dark Blue bodyside molding insert
- o Silver sparkle pinstripe with Pucci logo on decklid
- o "Emilio Pucci" script in rear door quarter window
- o Pucci logo and identification on instrument panel
- o Leather-wrapped steering wheel
- o Twin Comfort Lounge seats with individual six-way power adjustments, dual fold-down armrests and individual recliners
- o Bright Continental "star" on rear-quarter pillar
- o Turbine spoke aluminum wheels (4)

Blass

- o Dual-Shade color choices:
  - — Midnight Black upper/Light French Vanilla middle/Midnight Black lower
  - — Light French Vanilla upper/Midnight Black middle/Light French Vanilla lower
- o Black Cambria Carriage Roof with Midnight Black upper
- o Light French Vanilla Bayville Carriage Roof with Light French Vanilla upper
- o Signature sew-style with choice of French Vanilla leather with French Vanilla Greenwich cloth or leather seating surfaces
- o Upper door/quarter trim inserts:
  - — French Vanilla Greenwich cloth with cloth/leather combination
  - — Macassar Ebony woodgrain applique with leather seating surfaces
- o Black bodyside molding insert
- o French Vanilla and Black accent stripes on bodyside
- o Blass logo on decklid and rear-quarter pillar
- o Blass logo and identification on instrument panel
- o Leather-wrapped steering wheel
- o Twin Comfort Lounge seats with individual six-way power adjustments, dual fold-down armrests and individual recliners
- o Aluminum wire spoke wheels

1983 Mark VI Specifications

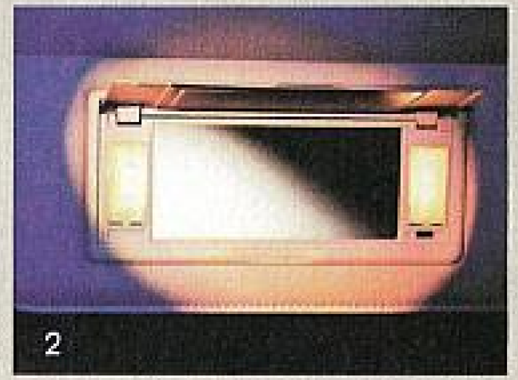
	2-Door	4-Door
Wheelbase	114.3"	117.3"
Overall Length	216.0"	219.0"
Overall Height	55.2"	56.1"
Overall Width	78.1"	78.1"
Wheel Tread		
Front	62.2"	62.2"
Rear	62.0"	62.0"
FRONT		
Headroom	38.0"	39.0"
Shoulder Room	60.7"	60.7"
Hiproom	56.5"	56.5"
Legroom	43.5"	43.5"
REAR		
Headroom	37.9"	38.2"
Shoulder Room	60.9"	60.7"
Hiproom	57.0"	57.8"
Legroom	36.7"	42.1"
Overall Passenger Seating Capacity	6	6
Luggage Capacity (Cu. Ft.)	22.4	22.4
Fuel Capacity (Gals.)	18.0	18.0
Curb Weight (Lbs.)	4004	4105

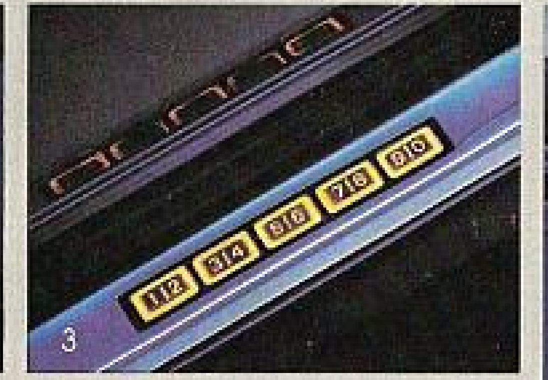

1.a


1.b


1.c


1.d

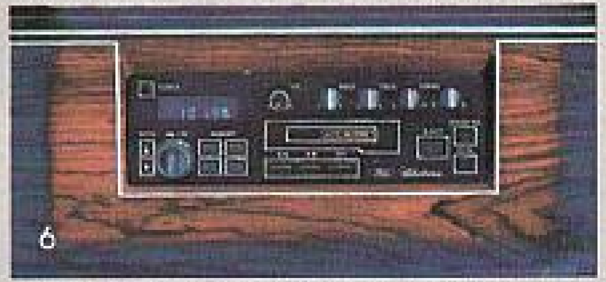

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9

An attractive selection of luxurious extras.

Featured below are just nine from the long list of popular options you may select for your 1983 Mark VI.

1. WHEELS. Your choices include: a. Lacy spoke aluminum wheels; b. Wire spoke aluminum wheels; c. Turbine spoke aluminum wheels; d. Locking wire wheel covers; and e. Full wheel covers. (Refer to Optional Features listing for standard/optional status of various models.)
2. ILLUMINATED VISOR VANITY MIRRORS. Illuminated vanity mirrors are mounted in both right-hand and left-hand sun visors for your added convenience. Required with garage door opener and power moonroof.
3. KEYLESS ENTRY SYSTEM. Your own personal five-digit code unlocks the driver's and passenger's doors and decklid by using buttons on driver's door. If you wish, you may use your key instead. Includes Illuminated Entry System, which activates all interior lights and a ring of light around the door lock when either front door handle is pulled.
4. CARRIAGE ROOF. This stylish simulated convertible top is standard on Pucci and Blass Designer Series. Available on two-door and four-door models. Not available with moonroof on two-door models.
5. ELECTRONIC AM/FM STEREO SEARCH RADIO WITH 8-TRACK TAPE PLAYER. Includes electronic touch-button AM/FM tuning and seek feature that automatically locates stations and moves to the next station after about eight seconds, allowing you to review available programming.
6. ELECTRONIC AM/FM STEREO SEARCH RADIO WITH CASSETTE TAPE PLAYER. Features Dolby® noise reduction system. This greatly improves the sound reproduction of your cassette tape music. Tape controls include locking fast forward and reverse, and automatic and manual tape ejection.

*Dolby is a trademark of Dolby Laboratories, Inc.

7. POWER GLASS MOONROOF. Provides an open-air feel on the open road by sliding back to open and forward to close, at the touch of your finger. (Not available with Carriage Roof on two-door models.)
8. AUTOMATIC DAY/NIGHT REARVIEW MIRROR. Adjusts automatically to compensate for bright headlamps approaching from the rear for your added driving convenience.
9. AUTOMATIC GARAGE DOOR OPENER CONTROL. Includes integral visor-mounted 3-channel transmitter and separate receiver that is wired directly to an existing automatic door opener system. Requires illuminated visor vanity mirrors.

Interior Options

- o Twin Comfort Lounge seats with six-way power adjustments for driver and passenger, fold-down center armrests, and front passenger recliner
- o Twin Comfort Lounge seats with six-way power adjustments for driver and passenger, fold-down center armrests, and dual manual recliners (standard on Signature and Designer Series)
- o Leather seating surfaces available at no extra charge on Pucci and Blass Designer Series
- o Leather-wrapped steering wheel (standard on Pucci and Blass Designer Series)
- o Illuminated visor vanity mirrors
- o Citizen's Band, 40-channel transceiver with detachable microphone, built-in controls and power tri-band antenna
- o Front floor mats/rear floor mats (carpet insert with rubber backing)

Exterior Options

- o Moondust paint (See pages 48-49)
- o Valino grain vinyl coach roof with frenched rear window (standard on Signature Series)
- o Power remote-control mirrors (convex right-hand side)
- o Owner's monogram (installed on front doors by dealer; standard on Signature Series)
- o Turbine spoke aluminum wheels (4) (standard on Pucci Designer Series)
- o Lacy spoke aluminum wheels (4)
- o Wire spoke aluminum wheels (4) (standard on Blass Designer Series)
- o Locking wire wheel covers (4) (standard on Signature Series)
- o Appearance Protection Group (includes door - edge guards and license plate frames)
- o Lower bodyside protection
- o Wide rocker panel moldings (a delete option)
- o Front license plate bracket (standard in all states where required)
- o Touring lamps
- o Dual-Shade paint (See pages 48-49. Not available on Signature Series)

Functional Options

- o Electronic Instrument Panel, a delete option (replaced by conventional instrumentation if you wish)
- o Anti-theft alarm system
- o Headlamp Convenience Group (includes automatic headlamp dimmer and "Auto Lamp" on-off/delayed-off system)
- o Conventional spare tire (white sidewall steel-belted radial with wheel)
- o Traction-Lok differential (includes conventional spare tire)
- o Dual exhaust
- o Defroster Group (includes electric rear window defroster and heated left-hand remote-control mirror)
- o Puncture-sealant wide white sidewall tires

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire in your Mark VI when ordering from your dealer. Before taking delivery, we suggest that you verify that it includes the optional equipment that you ordered or, if there are changes, that they are acceptable to you.

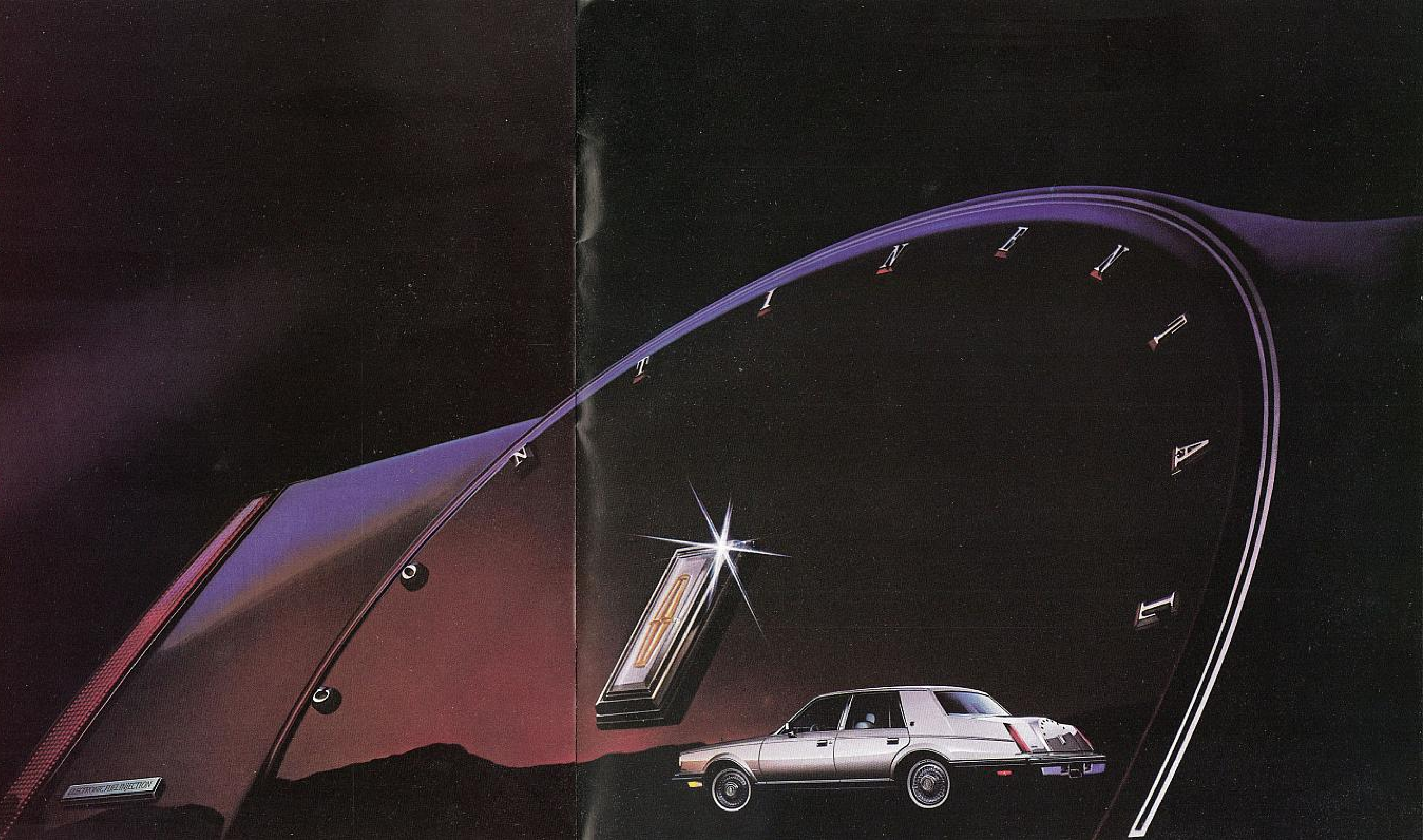
CONTINENTAL

Maybe you haven't noticed, but there is now a new standard of automotive excellence making its presence felt in cities and on highways all across the country.

It's called Continental and yes, it's American . . . even though its considerable attributes might cause you to suspect more foreign origins. That's because most people don't expect a contemporary American luxury sedan so smooth riding, quiet and elegantly appointed to be so responsive to their every command.

It's understandable. The long and impressive list of standard features for each Continental, including the two Designer Series, goes far beyond the usual luxury car fare of richly upholstered seating, thick carpeting, numerous power assists and convenience features. All Continentals offer such sophisticated, driver-oriented standard features as a 5.0 liter V-8 engine with Electronic Fuel Injection and Electronic Engine Controls, variable-ratio rack-and-pinion power steering, four-wheel power disc brakes, a modified MacPherson strut front suspension, gas-filled front shock struts and rear shock absorbers, and self-sealing steel-belted radial-ply tires. The results? Truly amazing... especially to the uninitiated.

The 1983 Continental. If you haven't noticed more than the outstanding styling and remarkable luxury, that's because you haven't discovered the technical brilliance that lies beneath. Now is the time to do just that . . . on your favorite stretch of highway or city street.



GIVENCHY

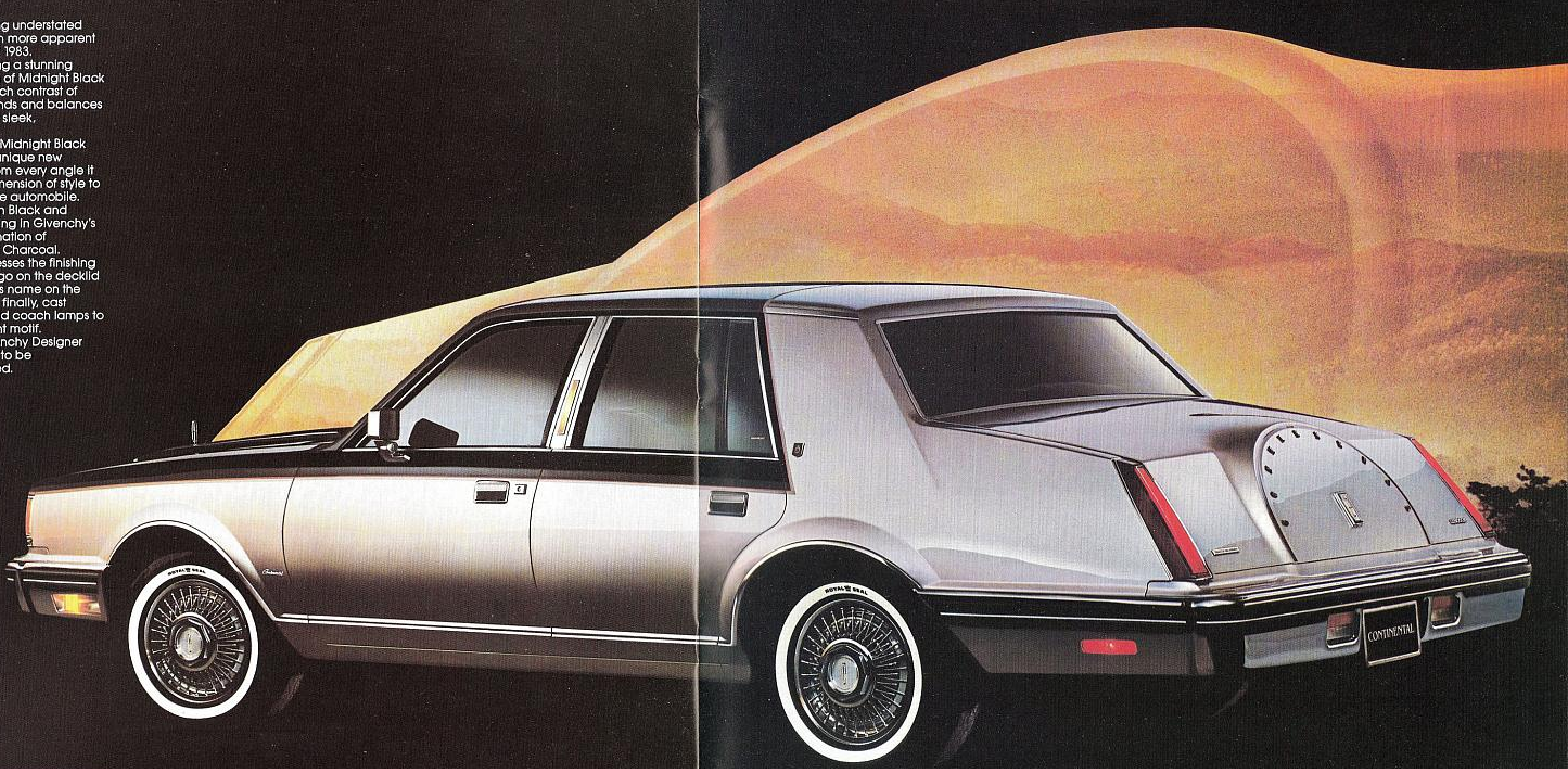
Givenchy's gift for creating understated elegance has never been more apparent than in his Continental for 1983.

He begins by selecting a stunning Dual-Shade combination of Midnight Black and Platinum Mist. It's a rich contrast of tones that beautifully blends and balances to enhance Continental's sleek, sophisticated silhouette.

Note the interplay of Midnight Black and Platinum Mist in the unique new wrapover roof design. From every angle it adds an exciting new dimension of style to this remarkably responsive automobile. Style that's underscored in Black and defined with accent striping in Givenchy's exclusive tri-color combination of Grey-Blue, Magenta and Charcoal.

Givenchy then addresses the finishing touches: his distinctive logo on the decklid and rear-quarter pillar, his name on the rear-quarter window and finally, cast aluminum wire wheels and coach lamps to complete this magnificent motif.

The Continental Givenchy Designer Series for 1983. Elegance to be appreciated and admired.



The 1983 Continental Givenchy Designer Series in Midnight Black and Platinum Mist with cast aluminum wire wheels.



GIVENCHY

Givenchy treats Continental's exquisite interior to special touches that begin with his selection of Charcoal and Black to create a mood of richness and refinement.

Settle back in Twin Comfort Lounge seats with dual fold-down armrests, individual recliners and dual six-way power that allows you to adjust each front seat for maximum riding pleasure. Select either luxurious leather seating surfaces, shown here in Charcoal with Black straps and buttons, or the same color combination in rich Radcliffe cloth.

You'll also appreciate a myriad of other elegant appointments: the fine leather-wrapped tilt steering wheel, convenient "kangaroo pouch" map pockets mounted on the front-seat cushion, the added luxury of flocked lining in the illuminated door stowage bins, and the extravagant use of plush Allure carpeting throughout — even in the luggage compartment and inset in the front and rear floor mats.

You'll further enjoy the Electronic Instrument Panel with Message Center. It puts the wonders of technology right at your fingertips. And it's also where Givenchy chooses to place his impressive identification plaque — a fitting addition to this beautifully fashioned, responsive automobile.

The Continental Givenchy Designer Series. Impressive elegance for 1983.

VALENTINO

Valentino is a master at transforming earth tones into true elegance. And when he turns his talent to Continental, you see the striking new Valentino Designer Series for 1983.

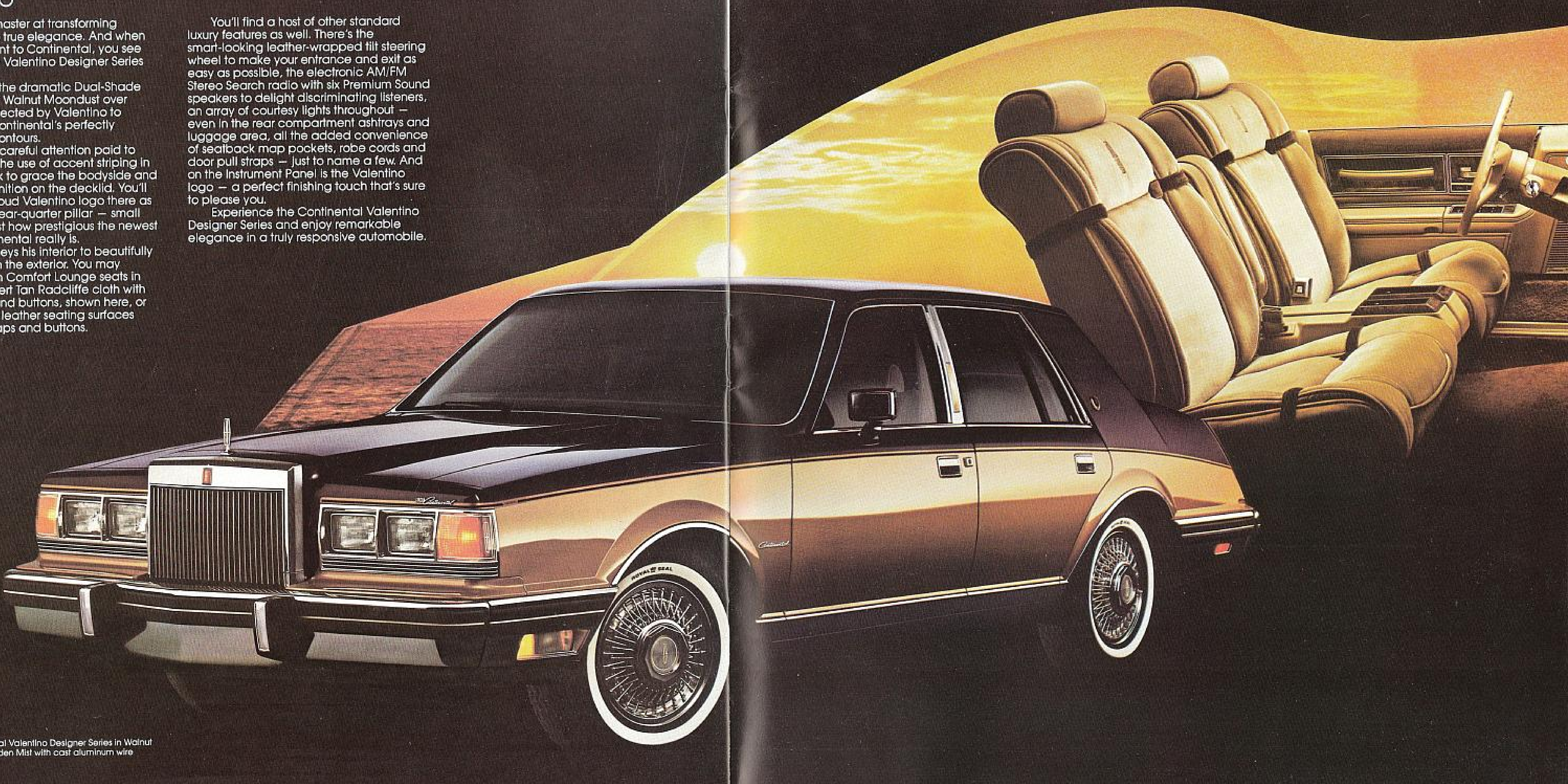
Begin with the dramatic Dual-Shade combination of Walnut Moondust over Golden Mist selected by Valentino to complement Continental's perfectly proportioned contours.

Notice the careful attention paid to fine detail like the use of accent striping in Gold and Black to grace the bodyside and in Gold for definition on the decklid. You'll discover the proud Valentino logo there as well as on the rear-quarter pillar — small reminders of just how prestigious the newest Designer Continental really is.

Valentino keys his interior to beautifully coordinate with the exterior. You may choose the Twin Comfort Lounge seats in handsome Desert Tan Radcliffe cloth with Walnut straps and buttons, shown here, or with Desert Tan leather seating surfaces and Walnut straps and buttons.

You'll find a host of other standard luxury features as well. There's the smart-looking leather-wrapped tilt steering wheel to make your entrance and exit as easy as possible, the electronic AM/FM Stereo Search radio with six Premium Sound speakers to delight discriminating listeners, an array of courtesy lights throughout — even in the rear compartment ashtrays and luggage area, all the added convenience of seatback map pockets, robe cords and door pull straps — just to name a few. And on the Instrument Panel is the Valentino logo — a perfect finishing touch that's sure to please you.

Experience the Continental Valentino Designer Series and enjoy remarkable elegance in a truly responsive automobile.



The 1983 Continental Valentino Designer Series in Walnut Moondust and Golden Mist with cast aluminum wire wheels.

CONTINENTAL

There's so much to appreciate with Continental for 1983. Beginning with its beautifully balanced design that combines classic and contemporary elements to create an exquisitely styled automobile.

Discover the luxuriousness of an interior that provides full-length armrests with stowage bins, right-hand visor vanity mirror, roof rail assist handles, seatback map pockets and robe cords.

Relax in the handsome Twin Comfort Lounge seats richly covered in Radcliffe cloth. Notice all the courtesy lighting: front and rear floor wells, doors, ashtrays, glove box, under the instrument panel, luggage compartment, rear-quarter reading and dome lamp with dual beam map light.

Consider the complete convenience of power assists: brakes, steering, door locks, antenna, and windows.

Experience the exciting Electronic Instrument Panel with Message Center. Here you can call up such valuable information as current miles per gallon, distance to destination, estimated time of arrival and miles to empty. (See pages 42-43 for complete details.)

Now you're ready to enjoy the benefits of the Continental 5.0 liter V-8 with Electronic Fuel Injection and Electronic Engine Controls that meter fuel with precision. The engine is teamed with an Automatic Overdrive Transmission which automatically shifts into overdrive at approximately 40 miles per hour to reduce engine revolutions and highway fuel consumption.*

You'll also note the high degree of maneuverability that's due, in part, to the standard power-assisted rack-and-pinion steering.

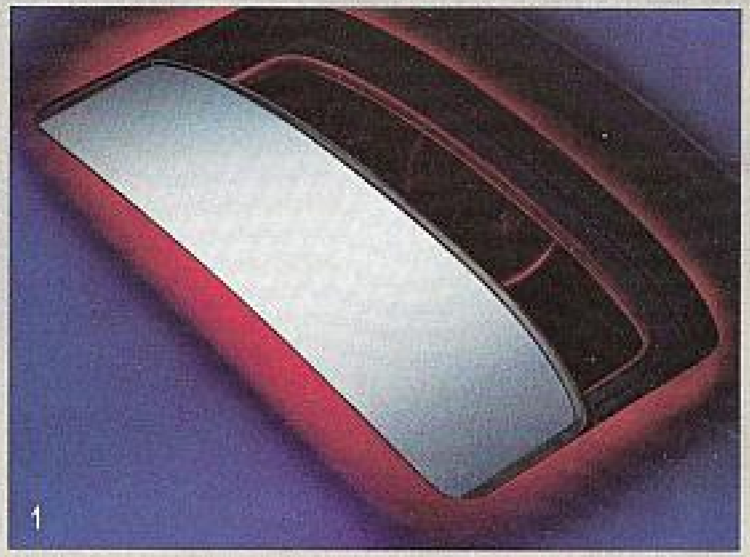
This is, quite obviously, an automobile designed to please you in every way possible. Experience its incomparable elegance for 1983.

*EPA estimates were not available at the time this catalog was published. However, Continental should post excellent mileage figures in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.



The 1983 Continental in Midnight Blue Mist with standard forged aluminum wheels.

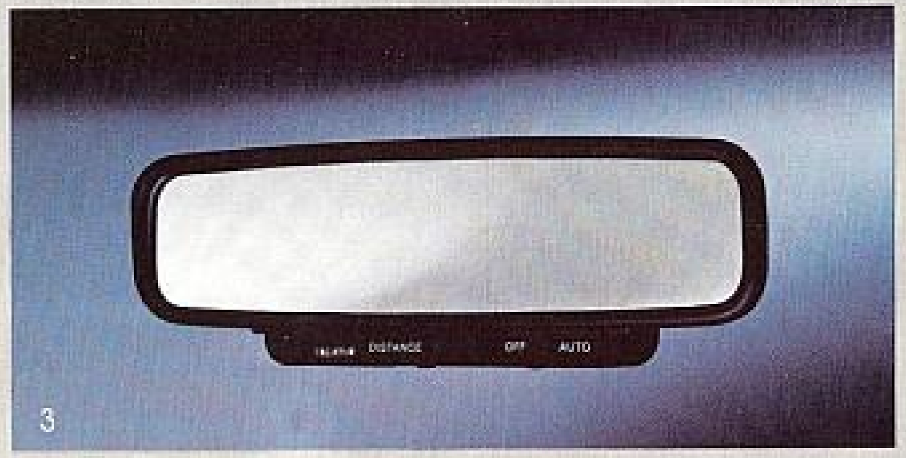




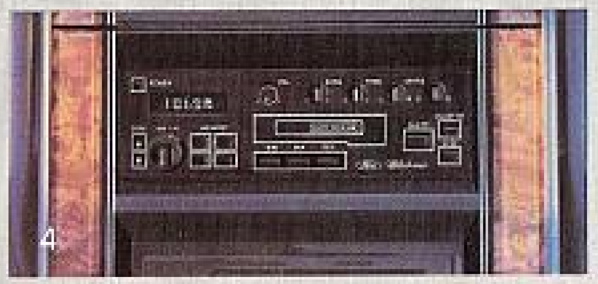
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Continental and Designer Series

The 1983 Continental is equipped with numerous luxury features, including the Electronic Instrument Panel (above) which is a computerized system that is both easy to read and easy to use. The Electronic Instrument Cluster features a digital speedometer, slide rule fuel and temperature gauges in blue-green fluorescent display on a black background.

The Message Center is a trip log information system with a 12-button keyboard which, at the touch of your fingertip, provides data such as time, date, clock alarm, distance to empty with low fuel warning, elapsed time, average fuel economy for your trip, instantaneous fuel economy, distance to destination, trip odometer, estimated time of arrival, average speed, and conversion from miles to kilometers and vice versa.

Standard Continental Interior and Exterior Features

- o Special Owner's Identification Kit — including two plaques with owner's initials for the front doors, outside — and one plate for owner's signature on the instrument panel
- o Deep-pile Allure carpeting — for interior and luggage compartment
- o Carpeted package tray
- o Door stowage bins hidden in the armrests, lined with soft, flocked material, for your valuables
- o "Kangaroo pouch" map pocket — positioned on the lower front-seat cushions
- o Cloth inserts on doors
- o Front and rear floor mats with carpet inserts
- o Four-wheel power disc brakes
- o Self-sealing wide WSW steel-belted radial tires (P205/75R15)
- o Rack-and-pinion power steering
- o Tilt steering wheel
- o Power door locks
- o Power antenna
- o Power windows
- o Remote decklid release
- o Automatic parking brake release
- o Speed Control
- o Tinted glass
- o Defroster Group
- o Intermittent wipers
- o Locking fuel filler door with remote release
- o Gas cap tether
- o Cornering lamps
- o Halogen headlamps
- o Left-hand and right-hand power heated mirrors with left-hand thermometer — right-hand convex mirror
- o Headlamp Convenience Group — includes automatic headlamp dimmer and "Auto Lamp" on-off/delayed-off system, also flash-to-pass
- o Parking lamps
- o Warning chimes
- o Heavy-duty 68-amp-hr battery
- o Electronic AM/FM Stereo Search radio
- o Twin Comfort Lounge seats in Radcliffe cloth with individual six-way power adjustments, manual driver and passenger recliners, and dual fold-down armrests
- o Courtesy lights — front and rear floor wells, under the instrument panel, front and rear doors, rear and instrument panel ashtrays, glove box
- o Illuminated Entry System
- o Cloth headlining and sun visor coverings
- o Roof rail assist handles
- o Full pivoting rear-quarter pillar reading light
- o Dome and dual beam map lamp
- o Luggage compartment and engine compartment lights
- o Power seat and remote mirror controls
- o Rear-seat center armrest
- o Seatback robe cords
- o Seatback map pockets
- o Door pull straps
- o Soft glove box door
- o Blackout instrument panel appearance with woodtone applique
- o Allure carpeted spare tire cover
- o Front and rear bumper rub strips with accent stripe
- o Forged aluminum wheels (4) with locking lug nuts
- o Bodyside accent stripes
- o Flush type door handles
- o Distinctive Continental rear decklid tire hump with Continental block lettering
- o Front and rear side marker lamps
- o Distinctive Continental grille

Standard Functional Features

- o 5.0 liter V-8 engine
- o 22.3-gallon fuel tank
- o Electronic Engine Controls
- o Electronic Fuel Injection
- o Automatic Overdrive Transmission
- o Automatic Temperature Control air conditioning
- o Gas-pressurized front shock struts and rear shock absorbers

Valentino Designer Series Standard Equipment

Includes all Continental standard equipment, plus these additions and/or differences:

- o A Dual-Shade combination all its own: Walnut Moondust over Golden Mist
- o Unique Black and Gold accent striping with Valentino logo on bodyside
- o Gold decklid accent striping with Valentino logo
- o Twin Comfort Lounge seats with Desert Tan Radcliffe cloth or Desert Tan leather seating surfaces; both trimmed with Walnut straps and buttons
- o Valentino rear-quarter pillar ornament
- o Valentino plaque on instrument panel
- o Leather-wrapped tilt steering wheel
- o Cast aluminum wire wheels
- o Coach lamps

Givenchy Designer Series Standard Equipment

Include all Continental standard equipment, plus these additions and/or differences:

- o A Dual-Shade combination all its own: Midnight Black over Platinum Mist
- o Unique wrapover roof
- o Distinctive tri-color accent striping in Grey-Blue, Magenta and Charcoal
- o Twin Comfort Lounge seats with Charcoal Radcliffe cloth or leather seating surfaces, accented with Black straps and buttons
- o Givenchy quarter window identification
- o Givenchy rear-quarter pillar ornament
- o Givenchy instrument panel plaque
- o Cast aluminum wire wheels
- o Coach lamps

Continental Options

1. POWER GLASS MOONROOF. Power-operated to slide backward at the press of a button and bring in that open-air feeling of the open road.
2. GARAGE DOOR OPENER. It includes a 3-channel visor-mounted transmitter on the driver's side and separate receivers that are wired directly to an existing automatic door opener system. (Requires the dual illuminated visor vanity mirror option.)
3. AUTOMATIC DIMMING DAY/NIGHT INSIDE REARVIEW MIRROR. Adjusts automatically to compensate for bright headlamps approaching from the rear.
4. ELECTRONIC AM/FM STEREO SEARCH RADIO WITH CASSETTE TAPE PLAYER. The cassette features Dolby® noise reduction, automatic tape reverse, and metal tape equalization.

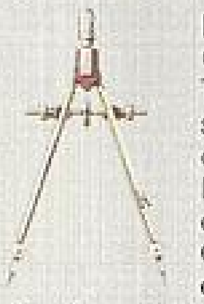
Other important Continental optional features:

- o Coach lamps. An elegant addition to Continental's center pillar. Standard with Givenchy and Valentino Designer Series.
- o Color-keyed bodyside protection molding. Both practical and good looking. Provides added protection from nicks, scrapes, and "dings."
- o Dual illuminated visor vanity mirrors
- o Keyless Entry System
- o Cast aluminum wire wheels
- o Electronic AM/FM Stereo Search radio with 8-track tape player
- o Traction-Lok differential axle. Particularly advantageous for sandy, muddy, and snowy terrains
- o Front license plate bracket. Automatically installed for all states where front license plates are required. Optional in all other states.
- o Anti-theft alarm system. Flashes headlamps and taillamps, sounds horn and interrupts start circuit whenever any door or the decklid is opened without using proper key or keyless entry code.
- o Leather-wrapped steering wheel. A luxurious inclusion. Standard with Givenchy and Valentino Designer Series.
- o Leather trim. A distinctly elegant touch.

Dolby® is a registered trademark of Dolby Laboratories, Inc.

Continental Specifications

EXTERIOR	
Wheelbase	108.6"
Overall Length	201.2"
Overall Width	73.6"
Tread	
— Front	58.4"
— Rear	59.0"
Turning Diameter	42.8'
Overall Height	55.0"
Curb Weight (Lbs.)	3,719
INTERIOR	
Front Compartment	
Headroom	38.5"
Legroom (Maximum)	42.8"
Shoulder Room	57.9"
Hiproom	52.5"
Rear Compartment	
Headroom	37.7"
Legroom (Maximum)	37.2"
Shoulder Room	57.9"
Hiproom	52.1"
Luggage Capacity (Cubic Feet)	14.7
Fuel Tank Capacity (Gals.)	22.3



ELECTRONIC ENGINE CONTROLS
The performance of the standard 5.0 liter V-8 engine on Continental, Mark VI and Lincoln is enhanced by the addition of Electronic Engine Controls (EEC) which monitor and adjust selected engine functions such as spark, air and fuel mixture, and exhaust gas recirculation to control engine emissions while improving both drivability and fuel economy* under most operating conditions.

ELECTRONIC FUEL INJECTION
The standard 5.0 liter engine also features an Electronic Fuel Injection (EFI) system which replaces the conventional carburetor in order to improve fuel distribution to the engine's cylinders for increased operating efficiency.* EFI is more sensitive than a carburetor and responds almost instantly to changing fuel requirements. An electronically controlled fuel pump is also standard.

AUTOMATIC OVERDRIVE TRANSMISSION
This innovative automatic transmission incorporates a fourth forward gear which automatically shifts into overdrive when your new Continental, Mark VI or Lincoln reaches cruising speed (approximately 40 miles per hour) to reduce both engine revolutions and fuel consumption.*

SELF-DIAGNOSTIC TESTING
Faster, more efficient and accurate servicing of the 5.0 liter engine is accomplished with the aid of a self-tester feature that a service technician can activate by hooking up a manual tester to your car's built-in computer. A service code reveals whether the Electronic Engine Controls are working properly. If they are not, further testing pinpoints the problem so the technician can solve it.

SUSPENSION SYSTEMS
Continental features a modified MacPherson strut front suspension which includes forged lower control arms, increased suspension travel and gas-pressurized shock struts that combine with a four-bar link coil spring rear suspension and special gas-pressurized shock absorbers to provide outstanding riding comfort. Lincoln and Mark VI achieve their luxury ride qualities through the use of a long- and short-arm coil spring design front suspension with front stabilizer bar and a four-bar link rear suspension which incorporates coil springs centered over the axle and shock absorbers in front of the axle.

CONTINENTAL'S FOUR-WHEEL POWER DISC BRAKE SYSTEM
This system features high-capacity rear disc brakes which are light in weight and fade-resistant. In addition, Continental's hydroboost power braking offers solid pedal feel and short pedal stroke with low pedal effort.

ELECTRONIC SEARCH RADIOS
Introduced last year on Continental, these new, second generation electronic radios are standard (available as an option with your choice of an integral cassette or 8-track tape player on Lincoln, Mark VI and Continental). These compact, lightweight units offer electronic push-button tuning with quartz-synthesized accuracy. A microprocessor provides electronic memory storage and recall of four AM and four FM stations. The optional cassette tape player features automatic tape reverse, Dolby® noise reduction and metal tape equalization.
Dolby® is a registered trademark of Dolby Laboratories, Inc.

PUNCTURE-SEALANT RADIAL TIRES
Puncture-resistant, self-sealing, wide white sidewall, steel-belted radial ply tires are standard on Continental and available as an extra-cost option on both Lincoln and Mark VI. A special self-sealing action prevents most tread punctures and cuts from causing flat tires and helps extend tire life while adding to your overall driving security.

ANTI-THEFT ALARM SYSTEM
This new optional system is designed to help safeguard your new Continental, Lincoln or Mark VI and its contents. The system is activated when any door or the decklid is opened without the proper key or keyless entry code. The activated alarm flashes the headlamps and sounds the horn, while the car's start circuit is interrupted so it cannot be driven away until deactivated.

AUTOMATIC DIMMING DAY/NIGHT MIRROR
Photocell sensors detect both the glare of headlamp beams approaching from the rear and the amount of ambient light. An electronic Comparator circuit analyzes both signals then actuates the mechanism that changes the mirror from its day position to its night position and vice versa.

*EPA estimates were not available at the time this catalog was published. Lincoln, Mark VI, and Continental should, however, post excellent miles per gallon ratings in the new EPA Gas Mileage Guide. See your Lincoln-Mercury Dealer for the latest information.



When you buy or lease a new Lincoln, Mark VI or Continental, your assurance of its quality design, construction, and dealer service is The Lincoln Commitment . . . one of the most ambitious owner satisfaction programs ever offered.

On the next two pages you will see just how committed we are to making your ownership of any of these fine cars as enjoyable as possible.

When you take delivery of one of our 1983 luxury cars, you will begin to discover other important features of The Lincoln Commitment. Among these is the Lincoln Commitment representative. There's one in every Lincoln-Mercury Dealership fully qualified to serve the particular needs of our luxury car owners.

If those needs are in the area of service, your Lincoln-Mercury Dealer's service manager can use the special hotline number provided as part of The Lincoln Commitment. This number puts him directly in touch with the people at the assembly plant who actually built your car . . . the people best able to help identify problems and suggest solutions.

In addition, *you* will be able to communicate with various key personnel in the Lincoln-Mercury organization thanks to an ongoing program which will solicit your opinions and comments and direct them to the proper people for evaluation and action.

All these things and more make up The Lincoln Commitment . . . your assurance that owning a new Lincoln, Mark VI, or Continental is going to be a truly unique and satisfying experience.

WIXOM — WHERE IT ALL BEGINS

Just outside of Detroit, there's a clean and quietly efficient manufacturing facility that was designed and is operated with one purpose in mind: the building of high quality luxury cars.

This is the Wixom Assembly Plant . . . 63 acres and 14 miles of conveyors, laser-controlled paint procedures, robot welders, and over 2,600 highly trained, skilled and dedicated workers. All play major roles in what is the only plant in the world producing Lincolns, Marks, and Continentals.

These cars alone and no others. A commitment to building America's finest luxury cars and nothing less.

IN SEARCH OF THE PERFECT PART

Building quality into any car begins before the actual assembly process. Over 8,000 different parts go into the creation of the 1983 Lincolns, Marks, and Continentals.

Wixom plant management and other corporate executives have worked closely with



the suppliers of these parts to further improve the quality of both their product and inspection procedures during and after manufacturing.

This ensures an even more effective screening for quality as Wixom's own pre-production inspections often recheck and retest samples of these very same parts after they have been delivered.

Although state-of-the-art technology, such as lasers, is used in the examination of parts, personal inspection often plays a large role in the gauging of quality.

For instance, sheet metal inspectors depend on only their highly trained eyes to scan incoming body panels that have been oiled first to highlight any possible surface imperfections . . . for it is the human eye alone which will detect any such flaws in the finished product.

Every day as many as 20 suppliers of parts, components, and materials confer in person or by phone with Wixom's Material Quality Section to discuss the continual inspection and upgrading of their products. It's all part of the ongoing search for quality in the production of automotive components for the 1983 Lincolns, Marks, and Continentals.

PUTTING OUR REPUTATION ON THE LINE

The real keys to quality, however, are the attitudes and actions on the assembly line. This is where diligence and dedication pay off. At Wixom, on-the-line quality control begins with a new spirit, a new pride in workmanship fostered by an employee development and training program and resulting in such employee involvement activities as problem-solving groups, quality circles, and work teams.

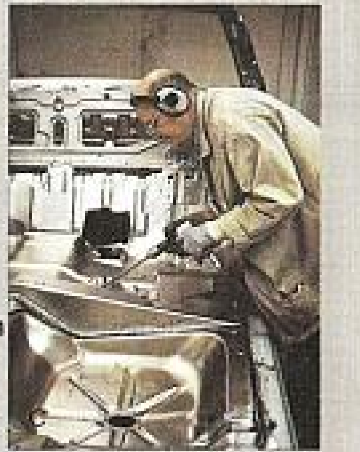


It continues with the concept of quality as an ongoing process which is continually monitored and judged in relation to already established standards and specifications. The idea is to make certain that these cars are built right to begin with, rather than trying to make them right or "bring them up to standards" later.

It's the job of specially-trained individuals known as "Quality Upgrade Operators" to assist production supervisors in maintaining quality on the line. In addition, there are 22 Quality Inspection Control Points strategically located throughout the plant. They help alert plant management to potential problems throughout the assembly process.

When one of these Quality Control Points discovers a frequency of imperfections, a revolving blue light is activated to alert all area management to that fact so that the problem can be quickly corrected.

KEEPING AN EYE ON THE ROBOTS



To err may be human, but Wixom's quality control leaves nothing to chance, even if the subject under analysis is a robot worker instead of a person. Automated or robot units are responsible for the welding of both floor pans and bodysides at Wixom. Close scrutiny is given to their efforts as well.

Assembled bodysides are checked daily to make certain that the proper dimensions are maintained in all openings. A similar test is performed on selected, totally assembled sheet metal bodies to ensure that all welded components are precisely where they were engineered to be.

In addition, one unit a week is completely destroyed by an air chisel which is used to tear apart all spot welds and fusion welds to verify that they were properly made.

Before leaving the Body Shop, each complete sheet metal assembly is carefully examined by two inspectors who actually feel the surfaces for dents and dings too minute or subtle to be detected visually on a bare metal surface.

PAINTING WITH ELECTRICITY

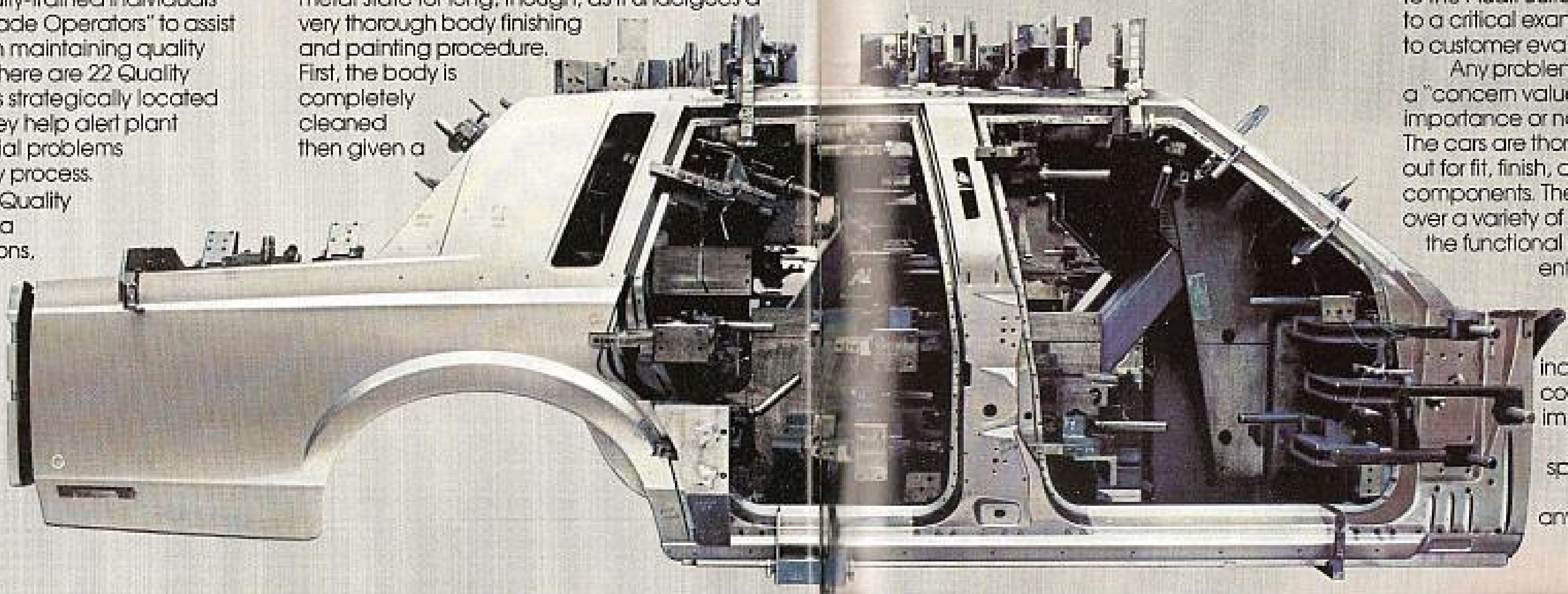
The assembled body doesn't stay in its bare metal state for long, though, as it undergoes a very thorough body finishing and painting procedure. First, the body is completely cleaned then given a phosphate bath which actually etches the metal's surface to make the subsequent coat of primer adhere to it more easily.



The entire car body is then dipped into a tank of primer in which electricity is used to affix the primer to the surface. At least two coats are applied (one without electricity), then heat-cured. Selective wet sanding and a thorough drying follow before final painting.

Again, an electrostatic process is used to apply the final coat of acrylic enamel, as each paint particle is positively-charged to adhere more readily to the negatively-charged body surface. Both the lustrous color coat and the protective clearcoat are applied in this manner in a process controlled by computers and employing sophisticated laser technology to ensure a steady, even flow of paint.

The painted body is then inspected, hand-polished, sanded and repainted, if necessary, until it meets the inspector's approval. Selected units are also tested for paint adhesion, paint film thickness and gloss. Humidity and salt tests are also conducted in specially built control booths.



After painting, vehicles receive their vinyl tops, moldings, and various interior and exterior trim items which are carefully installed by hand before final assembly on the chassis line, where all subassemblies such as engine, transmission, and suspension meet to complete the vehicle.



THE PRE-DELIVERY ROUTE

After final assembly, each new Lincoln, Mark, and Continental enters the Pre-Delivery Department where several checks are made for overall quality acceptance. First, the underbody and trim are inspected. Then every unit is subjected to a five-minute water test. This is followed by a test of each vehicle's electrical system using a unique portable, computer-controlled testing device known as a "Unimet." The Unimet helps inspectors pinpoint faults in the car's electrical system accurately and quickly. This is then the "end of the line" . . . but not the end of the testing.

THE FINAL ANALYSIS

As if all the previous quality checks weren't enough, selected vehicles head immediately to the Audit Building where they are subjected to a critical examination tailored to be as close to customer evaluation as possible.

Any problem areas are noted and assigned a "concern value" designed to reflect the importance or noticeability of a flaw or defect. The cars are thoroughly inspected inside and out for fit, finish, and operational ease of components. Then a comprehensive road test over a variety of surfaces helps determine the functional design integrity of the entire vehicle.

Flaws and defects, some almost too small to be noticed by the untrained eye are then indicated by stick-on arrows color-coded to indicate the degree of importance. These "marked cars" are eventually displayed in special in-plant evaluation areas which resemble, more than anything else, small scale versions of actual dealer showrooms . . . right down to the carpeting and potted plants.



It is here that both management and workers become closely involved with both the results of the total assembly process and the overall quality program. They can carefully inspect the cars, examining the specific areas in need of attention and improvement. They can pick up a nearby hotline phone and call in any suggestions they might have for facilitating those improvements. These suggestions are carefully reviewed and often put into effect within 24 to 48 hours after the initial call.

Each night, 22 cars are driven home by inspectors, engineers and managers who complete a thorough on-road analysis and register their comments on a special checklist.

In addition, as cars are awaiting shipment, selected units are given a final review for major defects. This is known as the "Warranty Reduction Audit Program" or W.R.A.P. inspection for short. It includes a walk-around inspection and a complete electrical test. Any units failing the test are immediately removed from the shipping area and are reviewed daily by plant management.

A. Body Shop inspectors feel for surface irregularities before each car is painted.

B. Assembled sheet metal bodies are checked daily for precise positioning of their welds.

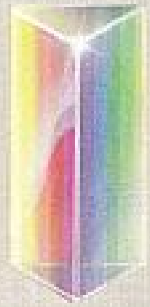
C. One unit is torn apart each week with an air chisel to determine the quality of the welds.

D. Problem areas are hand sanded before repainting to insure a high quality finish.

E. No body is released from the Paint Shop before it is carefully inspected and hand-polished.

F. Selected units are evaluated and displayed daily to help monitor continuity and quality at various stages in the assembly process.

G. Assembled bodysides are inspected daily for proper dimensions of all openings.



BEAUTIFUL WAYS TO INDIVIDUALIZE YOUR 1983 LINCOLN, MARK VI OR CONTINENTAL.

A broad spectrum of exterior colors is offered so that you may apply your personal taste and judgement to your 1983 Lincoln, Mark VI or Continental. These colors are designed to coordinate with a wide range of available interior trims and roof treatments. For a more complete presentation of color and trim availability, refer to your dealer's color and upholstery book.

LINCOLN

STANDARD EXTERIOR COLORS
Midnight Black, Cameo White, Scarlet Red, Aegean Green Mist, Antique Mahogany Mist, Pastel French Vanilla, Desert Tan, Light French Vanilla, Midnight Blue Mist, Platinum Mist, and Scarlet Mist (late availability).

OPTIONAL EXTERIOR COLORS
Medium Charcoal Moondust, Aquamarine Moondust, Mahogany Moondust, French Vanilla Moondust, Walnut Moondust, Academy Blue Moondust.

DUAL-SHADE PAINT OPTIONS (upper/lower)
Midnight Black/Medium Charcoal Moondust, Midnight Blue Mist/Academy Blue Moondust, French Vanilla Moondust/Pastel French Vanilla, Walnut Moondust/Desert Tan, Aegean Green Mist/Aquamarine Moondust, Antique Mahogany Mist/Mahogany Moondust.

CARTIER DESIGNER SERIES
Medium Charcoal Moondust/Platinum Mist.

ACCENT STRIPES
Accent stripes are offered in the following thirteen colors on the 1983 Lincoln and are coordinated with exterior paint colors: Midnight Black, Cameo White, Bright Red, Light Academy Blue, Pastel Sand, Dark Gold, Tan, Dark Academy Blue, Light Cordovan, Dark Red, Copper, Aquamarine and Aegean Green.

VINYL ROOF COLORS
Full-vinyl and coach roofs are available in the following thirteen colors: Midnight Black, Cameo White, Medium Charcoal, Platinum, Scarlet Red, Academy Blue, Pastel French Vanilla, Light Desert Tan, Antique Mahogany, French Vanilla, Aegean Green, Midnight Blue, and Walnut. The Carriage Roof option is available in Cambria cloth in Black, Dark Blue, and Dark Brown and in Bayville textured vinyl in White and Light French Vanilla.

INTERIOR TRIM
Your Twin Comfort Lounge seats come in cloth or optional leather seating surfaces in the following colors: Charcoal, Academy Blue, Scarlet Red, Desert Tan, and French Vanilla. Cloth only in Mahogany. Leather only in Pearl White/Scarlet Red, Pearl White/Academy Blue, Pearl White/Charcoal, Pearl White/Desert Tan, Pearl White/Dark Green, Pearl White/French Vanilla, and Pearl White/Mahogany. The Signature Series color choices include all of the above as well as Mahogany in leather and Dark Green in both cloth and leather. The Cartier Designer Series features Charcoal cloth or leather.

MARK VI

STANDARD EXTERIOR COLORS
Midnight Black, Cameo White, Platinum Mist, Scarlet Red, Aegean Green Mist, Antique Mahogany Mist, Pastel French Vanilla, Desert Tan, Light French Vanilla, Midnight Blue Mist.

OPTIONAL EXTERIOR COLORS
Medium Charcoal Moondust, Aquamarine Moondust, Mahogany Moondust, French Vanilla Moondust, Walnut Moondust, Academy Blue Moondust.

DUAL-SHADE PAINT OPTIONS (upper/lower)
Midnight Black/Medium Charcoal Moondust, Midnight Blue Mist/Academy Blue Moondust, French Vanilla Moondust/Pastel French Vanilla, Walnut Moondust/Desert Tan, Aegean Green Mist/Aquamarine Moondust, Antique Mahogany Mist/Mahogany Moondust.

BLASS DESIGNER SERIES (upper/middle/lower)
Either Midnight Black/Light French Vanilla/Midnight Black or Light French Vanilla/Midnight Black/Light French Vanilla.

ACCENT STRIPES
Accent striping is available in the thirteen following colors on the 1983 Mark VI and is coordinated with exterior paint colors: Midnight Black, Cameo White, Bright Red, Dark Red, Light Academy Blue, Dark Academy Blue, Tan, Copper, Aquamarine, Aegean Green, Light Cordovan, Pastel Sand, and Dark Gold.

VINYL ROOFS
Both full-vinyl and coach roofs are available in Midnight Black, Scarlet Red, Academy Blue, Antique Mahogany, Light Desert Tan, French Vanilla, Pastel French Vanilla, Midnight Blue, Walnut, Cameo White, Platinum, Medium Charcoal, and Aegean Green. The Carriage Roof is available in Midnight Black, Dark Blue, and Dark Brown in Cambria cloth and Light French Vanilla and White in Bayville textured vinyl. Two-door specialty coach roof available in Valino grain vinyl in the following colors: Scarlet Red, Academy Blue, Antique Mahogany, Light Desert Tan, French Vanilla, Pastel French Vanilla, Platinum, Medium Charcoal, and Aegean Green . . . also in Light French Vanilla, and Cameo White Bayville vinyl as well as Midnight Black, Dark Blue, and Dark Brown Cambria cloth.

INTERIOR TRIM
Twin Comfort Lounge seats are standard in cloth and available in optional leather seating surfaces in: Charcoal, Academy Blue, Scarlet Red, Desert Tan, and French Vanilla. Cloth only in Mahogany. Leather only in Pearl White/Scarlet Red, Pearl White/Academy Blue, Pearl White/Charcoal, Pearl White/Desert Tan, Pearl White/Dark Green, Pearl White/French Vanilla, and Pearl White/Mahogany. The Signature Series is available in standard luxury cloth or optional leather seating surfaces in Charcoal, Academy Blue, Scarlet Red, Desert Tan, Mahogany, and Dark Green. The Blass Designer Series features your choice of cloth or leather in French Vanilla, while the Pucci Designer Series features your choice of cloth or leather seating surfaces in Academy Blue.

CONTINENTAL

STANDARD EXTERIOR COLORS
Midnight Black, Cameo White, Platinum Mist, Scarlet Red, Aegean Green Mist, Pastel French Vanilla, Desert Tan, Light French Vanilla, Midnight Blue Mist, Scarlet Mist (late availability).

OPTIONAL EXTERIOR COLORS
Medium Charcoal Moondust, Aquamarine Moondust, French Vanilla Moondust, Walnut Moondust, Academy Blue Moondust.

DUAL-SHADE PAINT OPTIONS (upper/lower)
Midnight Black/Medium Charcoal Moondust, Aegean Green Mist/Aquamarine Moondust, French Vanilla Moondust/Pastel French Vanilla, Platinum Mist/Medium Charcoal Moondust, Midnight Blue Mist/Academy Blue Moondust, Light French Vanilla/Desert Tan, Scarlet Red/Platinum Mist.

GIVENCHY DESIGNER SERIES
Midnight Black/Platinum Mist

VALENTINO DESIGNER SERIES
Walnut Moondust/Golden Mist

ACCENT STRIPES
Twelve colors of accent striping are offered on the 1983 Continental and are coordinated with exterior paint colors. They are Midnight Black, Cameo White, Dark Gold, Dark Red, Light Academy Blue, Aquamarine, Bright Red, Pastel Sand, Copper, Tan, Dark Academy Blue, and Aegean Green.

INTERIOR TRIM
Twin Comfort Lounge seats are standard in cloth and available in optional leather seating surfaces on the Continental in Charcoal, Academy Blue, Scarlet Red, Walnut, Desert Tan, and Dark Green. Leather is also available in French Vanilla, Pearl White/Scarlet Red, Pearl White/Academy Blue, Pearl White/Charcoal, Pearl White/Desert Tan, and Pearl White/Dark Green. Givency Designer Series features cloth or optional leather seating surfaces in Charcoal with distinctive Black accents. The Valentino Designer Series features cloth or optional leather seating surfaces in Desert Tan with unique Walnut accents.

FORD-PAID REPAIR PROGRAMS AFTER THE WARRANTY PERIOD
Sometimes Ford Motor Company offers adjustment programs to pay all or part of the cost of certain repairs. These programs are intended to assist owners and are in addition to the warranty or to required recalls. Ask Ford Motor Company or your Lincoln-Mercury Dealer about such programs relating to your Ford or Lincoln-Mercury vehicle.

To get copies of any adjustment program for your vehicle or the vehicle of interest to you:
Call Ford toll-free at 1-800-241-3673.
Alaska and Hawaii, call 1-800-243-3711.
In Georgia, call 1-800-282-0959 or write
Ford at:
Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, model, and vehicle identification number, as well as engine size; and whether you have a manual or automatic transmission.

TECHNICAL SERVICE BULLETINS
All vehicles need repairs during their lifetime. Sometimes Ford issues Technical Service Bulletins (TSBs) and easy-to-read explanations describing unusual engine or transmission conditions which may lead to costly repairs, the recommended repairs, and new repair procedures. Often a repair now can prevent a more serious repair later. Ask Ford Motor Company or your Lincoln-Mercury Dealer for any such TSBs and explanations relating to your Ford or Lincoln-Mercury vehicle.

To get copies of these Technical Service Bulletins and explanations for your vehicle or the vehicle of interest to you:
Call Ford toll-free at: 1-800-241-3673.
Alaska and Hawaii, call: 1-800-243-3711.
In Georgia, call: 1-800-282-0959 or write
Ford at:
Ford Customer Information System
Post Office Box 95427
Atlanta, Georgia 30347

We'll need your name and address; year, make, model, and vehicle identification number, as well as engine size; and whether you have a manual or automatic transmission.

LEASING
There may be considerable advantages in leasing a new Lincoln, Mark VI or Continental, depending on your needs. Leasing lets you drive the new model of your choice, while paying a fixed monthly rate. If you use your car in business, your tax records may be simplified. Furthermore, with an optional coupon book, you get a comprehensive range of maintenance services at any Lincoln-Mercury dealership. This helps you predetermine your monthly automobile expenses.

There are other conveniences provided by your Lincoln-Mercury Dealer Leasing Association (LMDLA) member such as the handling of tire replacement, licensing, taxes, and insurance.

Specifications and descriptions used were in effect when this publication was approved for printing. Lincoln-Mercury reserves the right to discontinue options at any time, or change specifications, equipment, or designs without notice and without incurring obligation. Standard and optional equipment listed is subject to change.

Get it together — Buckle up.

LINCOLN LIMOUSINES

If your demands for luxury go beyond the standard 1983 Lincoln models, you'll be pleased to know that there are a number of independent coach builders offering special limousine conversions of these fine cars.

In most cases, the vast array of both standard and optional features covered in this catalog is also available on these cars. So you can expect to experience the traditional interior comfort and luxuries, the advanced electronics, and superb drivability of the 1983 Lincoln, in addition to the many special limousine features offered by these coach builders.

These limousine modifications are available through retail organizations and establishments not connected with Ford Motor Company. Availability, price, quality, safety and durability of these modifications rest solely with the respective manufacturers and their sales organizations, and Ford assumes no responsibility for their use.




LINCOLN
MARK VI
CONTINENTAL
LINCOLN-MERCURY DIVISION
Ford
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